

# THE COSTCO CONNECTION<sup>®</sup>

August 2011 • Volume 26 • Number 8

A lifestyle magazine for Costco members



# Sustainability

Big lessons from a little egg **22**

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# THE COSTCO CONNECTION



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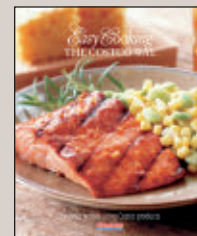
*Home Cooking*



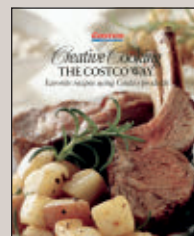
*In The Kitchen*



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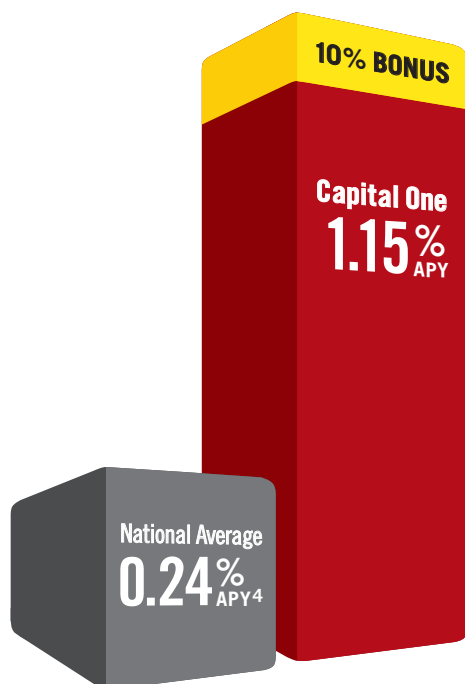
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<sup>4</sup> Data as of 6/20/2011, Informa Research Services, Inc., Calabasas, CA, [www.informars.com](http://www.informars.com), based on balance of \$5,000. Although the information has been obtained from various institutions, the accuracy cannot be guaranteed.

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## from the publisher's desk

Ginnie Roeglin



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of *The Costco Connection*.

SUSTAINABILITY HAS LONG been serious business at Costco. Sustainability refers to agricultural and production processes that ensure an adequate, ongoing supply of quality foods, while people involved in every step of the process enjoy livable incomes and the environment is protected for future generations. The result? Local businesses and communities thrive and our members receive top-quality food at great prices.

Costco buyers go straight to the source to understand the process for every item that we sell. A good example is our organic egg program, described in the cover story on page 22. We are working with egg producers around the country to make local, sustainable, high-quality organic eggs available to our members. And, as the story points out, these same sustainable production methods can be applied to many other products.

Packaging plays a key role in sustainability. Costco has long made improvements by converting packaging to recyclable materials. We have also been redesigning packaging so that more units fit on each pallet, requiring fewer trucks on the roads and reducing energy consumption and pollution. Costco's focus on sustainability is far from complete and will continue forever.

Meanwhile, it will soon be time to head back to school! This issue is filled with many school necessities to get your student off to a good start, including computers, electronic tablets, binders, calculators, notebooks, pens and more. You can stock up on all of your school and office supplies in our warehouses and on Costco.com.

The fall also brings a new soccer season. You may have read recent reports about the dangers of concussions on youth soccer fields. Full90 soft padded headgear is designed to reduce the risk of concussion. As founder Jeff Skeen notes in the story on page 41, shin guards have long been required equipment on the soccer field. What's more important: your child's shins or his or her head? You can find Full90 headgear on Costco.com.

Enjoy your summer, and we'll see you in the back-to-school section at Costco! ☺



David W. Fuller is Assistant Vice President, Publishing, and Editor of *The Costco Connection*.

## from the editor's desk

David W. Fuller

FOR SOME TIME now, we have been suggesting you try out our *Online Edition*. Many readers who have linked to or called up the *OE* have signed up to receive it each month. Some who have made that decision have canceled their print edition. Others have chosen to continue with both editions. What surprises me is that the numbers in both cases are as low as they are.

You have to understand that I am a "print guy" of some 40-plus years' standing—or sitting (at the typewriter and computer). But as a reporter, editor, publisher and marketer during that time, I have adapted to and

ultimately embraced numerous technological advances. I believe still that nothing can compare with the true portability and pleasing tactile qualities of a good print publication. But a replica digital edition such as ours has its advantages:

- It is less costly to deliver to readers, saving on paper, ink, gasoline and human effort.
- It is more easily sharable, through the Internet.
- It is easily searchable for the subjects that are of most interest.
- It offers access to an archive of previous issues going back to 2004, also fully searchable. (That in itself I consider a whopper of a plus.)

I want to encourage you to give the *Online Edition* a try. You can do this by going to Costco.com and searching for "subscription." To make this even easier for those of you with smartphones, here is one of those new-fangled 2D barcodes. Just snap a shot and you'll go right to our *Online Edition* sign-up page. ☺



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- **BE KIND TO YOUR HAIR.** A blow dryer is less harsh than a curling or flat iron. Try creating your style with a round brush and blow dryer as a gentler alternative to hot styling irons. Make sure to use the nozzle attachment so there's no temptation to put the dryer directly against hair, which can be damaging.
- **MULTI-TASK YOUR CONDITIONER.** Try rubbing a drop of Humectress Conditioner onto palms and then smoothing and taming unruly hairs, frizz, static and flyaways. It's like moisturizer for your hair.

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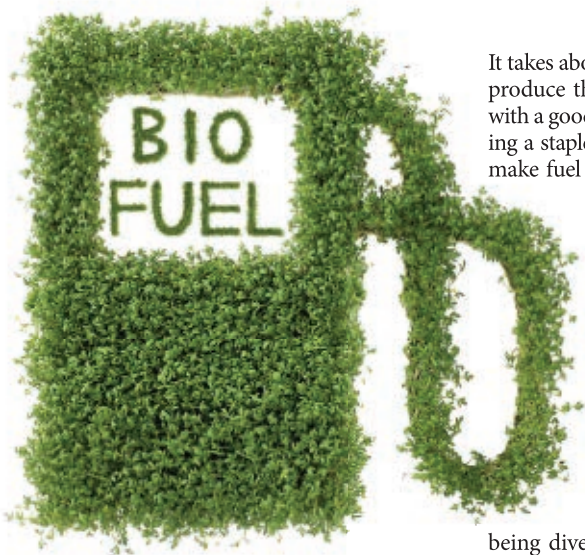
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## Debate goes on



### In response to the July Debate, "Are biofuels a good idea?"

**YES.** In the debate comparing the cost of imported oil to that of domestically produced biofuel, one factor is never mentioned and that is the necessity of dispatching our military to far-distant lands to protect our sources of oil. The cost in dollars and American lives is enormous and is never figured into the price of gasoline at the pump. How many barrels of oil is the life of an American soldier worth?

*G. Nelson  
San Francisco, California*

**NO.** I do not believe it is a good idea to use biofuels, especially corn, to make gasoline. It takes 25 percent more petroleum products to make a gallon of ethanol blend and the automobile gets much poorer gas mileage as well.

It takes about 25 percent more blended fuel to produce the same amount of energy. Lastly, with a good portion of the world starving, taking a staple like corn out of the food chain to make fuel is irresponsible. The only winners here are the Midwest farmers and their legislators and lobbyists.

*Roger Trout  
Clearwater Beach, Florida*

**YES.** Anything to move away from nuclear energy. We need to learn from Japan.

*Lisa Brand  
Keller, Texas*

**NO.** When we think about the quantity of an essential food grain being diverted to run vehicles instead of to hungry world citizens who cannot afford ever-escalating corn prices, we need to say no.

*Karla Holmlund  
St. Paul, Minnesota*

## Member comments

### Annuity fan

In Suze Orman's July 2011 column, Shyam S. asked about the advisability of considering a variable annuity to generate a 6.5 percent lifetime return. Ms. Orman said to never consider a variable annuity, not because they are good or bad, but because the adviser gets a hefty commission.

When a Costco member buys a house, the real estate agent gets a hefty commission. When the member buys a car, the salesman gets a hefty commission. This doesn't mean that you shouldn't buy a house or a car.

"Fees" charged by annuity companies are

CONTINUED ON PAGE 8

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### Connection comments from the Internet

"Good piece in *Costco Connection* 'Better bedroom, better sleep': although forgets to mention mattress evaluation." *Tweeted by barbaratnelles*

"Blog Headline Writing Techniques: 4 Lessons Learned from *The Costco Connection*." *Tweeted by Hartlineagent4*

"The June 2011 issue of *Costco Connection* has an interesting article on Factoring titled 'Surviving the Cash-flow Crunch' written by Don Sadler." *Posted by www.naiveamerican.org*

"You know you're officially an adult when *The Costco Connection* and *Wegmans* are the only magazines you look forward to receiving in the mailbox." *Tweeted by JereGill*



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CONTINUED FROM PAGE 7

effectively “premiums” to insure the minimum future value of the owner’s account.

Fixed index annuities and variable annuities purchased since 2001 have wonderful features to protect principal and earnings. I have invested in both types. They also provide the option of a lifetime income stream at a guaranteed rate that can be exercised if the underlying stock market investments or indices don’t perform well.

The equity index annuities that I purchased in 2004 have appreciated more than 40 percent, while the S&P 500 has risen only 10.5 percent. And, while these index annuities were outperforming the stock market, none of my principal was at risk of loss and each year’s gains were locked in and protected.

I am not an annuity salesman, just a happy investor.

**Roy Rosner**  
Wellington, Florida

## Horowitz to the rescue

Costco has saved our family money for some years now, but the recent article in the July 2011 issue, “Be a scam detective” [David Horowitz], not only saved me money, but saved my computer from crashing, and my sanity.

I had just read David Horowitz’s article on computer scams, when the very scam that he wrote about popped up on my computer screen. The advice and procedure to eliminate the pop-up without infecting the computer was brilliant. This very scam infected our

computer some time back, and not having had this information resulted in having to take the computer in for repair, which meant a costly expenditure, time without a computer and much frustration.

**Linda Pearson**  
Fresno, California

## Teacher’s debate

I couldn’t wait to read the June edition of *The Costco Connection* to learn the May Debate results to the question: “Should literary classics be sanitized?” As a high school English teacher, I posed the same question to my students who just finished reading two American classics, *To Kill a Mockingbird* and *I Know Why the Caged Bird Sings*.

We discussed the impropriety of the language in this day and age and debated whether it should be modified to suit today’s mores. The students overwhelmingly voted to retain the original language of the novels in order to maintain credibility and context. I’m pleased to see that many readers who weighed in on the issue agreed with us.

I read many magazines, and *The Costco Connection* is one that I read cover to cover due to the informative nature of the articles. I use several in class to spark discussion.

Thank you for the intelligent and insightful articles!

**Susan Rettew**  
Lancaster, Pennsylvania

## Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an email to [dialogue@costco.com](mailto:dialogue@costco.com); or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.

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# StainGuide for Summer



**OxiClean® Versatile** tackles over **101 different types of stains**, is **color safe** and **chlorine free**. Check out the latest tips and tricks below to remove your family's summer fun stains.



## Dirty Sport Uniforms

*Pre-Soak Tough, Dried-In Stains!*

- Mix **OxiClean® Versatile Stain Remover** powder with water (as directed on packaging). Be sure that powder is completely dissolved.
- Add stained item and soak for 1–6 hours.
- Begin filling washer with proper temperature water for your load (see garment care tag).
- Add detergent AND **OxiClean®** (as directed on packaging) before adding laundry.
- Add item with laundry load and wash as usual.



## Juice on Carpet

*Get Out Tough Carpet Stains!*

- Remove as much of the excess stain as possible.
- Mix **OxiClean® Versatile Stain Remover** powder with water (as directed on packaging). Be sure that powder is completely dissolved.
- Apply only enough solution to completely saturate the stain. Wait 1–5 minutes. Do not allow to dry.
- Blot well to remove excess moisture with a clean, dry white towel. Repeat as necessary.
- Rinse well with clean water and blot-dry thoroughly.
- Allow to dry, then vacuum.



## Ice Cream on Shirt

*Pretreat for Success!*

- Remove as much of the excess stain as possible.
- Mix **OxiClean® Versatile Stain Remover** powder with water. Be sure that powder is dissolved.
- Apply solution to stain, making sure to completely saturate the stain. Rub & wait up to 10 minutes. Do not allow to dry on fabric.
- Begin filling washer with proper temperature water for your load (see garment care tag).
- Add detergent AND **OxiClean®** (as directed on packaging) before adding laundry.
- Add item with laundry load and wash as usual.



## Dingy Patio Furniture

*Fight Messes on Hard Surfaces!*

- Mix **OxiClean® Versatile Stain Remover** powder with water in a bucket (as directed on packaging). Be sure that powder is completely dissolved.
- Apply solution to surface with mop or sponge. Allow solution to stand 5–30 minutes (but not dry).
- Scrub as necessary.
- Rinse with cool water.



**OxiClean® Gets the Tough Stains Out.**

WAREHOUSE ONLY



# Keeping clean

SHOULDN'T TAKE A LOT OF ENERGY



## Save up to \$100 on Whirlpool appliances

SAVINGS VALID AUGUST 1, 2011 THROUGH AUGUST 31, 2011.

Get cleaner clothes while saving resources with the Energy Star®-qualified **Whirlpool Duet front-load washer (model WFW9451XW)**. The generous 4.5-cu.-ft. stainless steel wash basket allows you to clean extra-large loads with a single wash. The 12 automatic cycles and 4 temperature settings give you flexibility with your loads. The Quiet Wash Noise Reduction system reduces operational noise. And the Direct Inject wash system penetrates stains with a concentrated burst of detergent. Item #566316

Make a wrinkle-free first impression with the **Whirlpool Duet front-load dryer (model WE/GD9610XW)**. Your clothes will be ready to wear in minutes with the huge 7.5-cu.-ft. capacity and Quick Refresh Steam Cycle. Energy Star® technology saves you time and money using up to 40% less energy. It can tumble one outfit using steam technology to relax wrinkles and reduce odors in just 15 minutes. The Enhanced Touch-Up Steam Cycle works on a full load of clean, dry fabrics. The 140-minute Wrinkle Shield® Plus option helps keep wrinkles away after your drying cycle is complete. Item #566535 (electric); #566538 (gas)

**Super-Capacity Washer** Item #564609 | **Super-Capacity Dryer** Item #565889 (electric); #566078 (gas)

**Cabrio Washer** Item #566212 | **Cabrio Dryer** Item #566312 (electric); #566313 (gas)

**27-cu.-ft. French Door Bottom-Mount Refrigerator** Item #582961

**25.1-cu.-ft. Side-by-Side Refrigerator** Item #512997

**Kirkland Signature 14-cu.-ft. Refrigerator** Item #401735

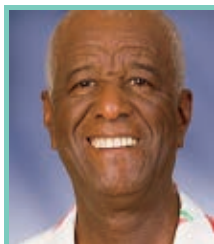
Check with your local utility provider for additional rebates on Energy Star appliances.

**WAREHOUSE/COSTCO.COM**





## WALLY AMOS: BE POSITIVE



Wally Amos is the founder of Uncle Wally's Muffin Company. You can reach him at [www.wallyamos.com](http://www.wallyamos.com).

### Common sense

IT HAS BEEN said that common sense is not so common. When I was an agent in show business, attending a recording session or a television taping, and the performer would miss a lyric or flub a line, the producer or director would stop the tape, have a friendly chat with the artist, and announce, "OK, let's do another take. We're rolling, take 25."

Why is it when people make a "mis-take" in business we get so angry, and our response is anything but friendly? It would help us all to remember the times we made a mis-take and to realize we are all in training and in the process of becoming a better parent, student, friend, employer and employee.

I can clearly remember the times I caught an employee burning a rack with 20 trays of cookies, and just before I yelled, a little voice reminded me of the times I burned cookies. I settled down, explained

the tremendous loss incurred when we burn cookies—ingredients, labor, time, etc.—and told the employee to do another take, only the next time more carefully. Patience and periodic explaining can go a long way in encouraging your employees through their mis-take.

I am reminded of another popular quote: "An ounce of prevention is worth a pound of cure." In personal or business relationships, a little tender love and care can go a long way toward increasing productivity and loyalty.

In looking for ways to save money and time and motivate your employees, a good starting point might be to examine how you treat your people. It costs a lot more to train a new employee than it does to help and encourage your current employees to get each "take" right. Your employees are your most important assets. Happy, positive employees create a strong bottom line.

So, remember one more age-old saying, "Do unto others as you would have them do unto you." As they say, it's just good common sense. ☐

**More in archives**  
On Costco.com, enter "Connection." At Online Edition, search "Wally Amos."

## Get ready, get started

ASPIRING ENTREPRENEURS, mark November 14–20 on your calendar. That's Global Entrepreneurship Week (GEW), with thousands of events in more than 100 countries, aimed at entrepreneurs everywhere. Activities include virtual and face-to-face events, large-scale competitions and intimate networking gatherings.

"Global Entrepreneurship Week 2011 will [feature] more than 40,000 events, engaging roughly 40 million entrepreneurs in more than 110 countries around the world," says Jonathan Ortman, president of Global Entrepreneurship Week.

Created by the Ewing Marion Kauffman Foundation ([www.kauffman.org](http://www.kauffman.org)), the world's largest foundation dedicated to entrepreneurship, GEW will feature programs and competitions at local colleges, high schools, government agencies and entrepreneurial support organizations for budding entrepreneurs. Each participating organiza-

tion is encouraged to create its own unique event, and GEW offers four featured activities in which aspiring and existing entrepreneurs alike can participate.

**Startup Open:** Open to entrepreneurs who have just started, or are about to start, a new venture. The 50 most promising start-ups will be recognized as "The GEW 50."

**Cleantech Open Global Ideas Competition:** Sharing the best clean technology ideas from around the world, finalists will deliver a five-minute pitch to an audience of investors and entrepreneurs, with a chance at winning \$100,000 in support and services to help turn their idea into a business.

**Your Big Year:** Two winners will receive a yearlong trip around the world, meeting leaders, innovators and entrepreneurs in different countries. Participants must be over the age of 18 and register by September 1.



IMAGE SOURCE

## The true value of customer service

MOST BUSINESS owners feel it's mission accomplished when they make a sale or close a deal. Not so for Costco member Chris Zane, owner of Zane's Cycles in Branford, Connecticut.

"At Zane's, we've failed if all we've done is complete a transaction with a customer," he writes in *Reinventing the Wheel: The Science of Creating Lifetime Customers* (BenBella Books, 2011; [www.chriszane.com](http://www.chriszane.com)). That's because success lies not in a single sale, but in establishing a connection with a customer that can last a lifetime.

It sounds odd to pooh-pooh a sale, but here's why: Zane, who has run his bike shop since 1980, has figured out that an average customer will spend \$12,500 on bike products and services over his or her lifetime. Thus, Zane's philosophy is to go far beyond expectations to create customers for life.

Some of his offers are pretty extreme:

- A lifetime service guarantee for every bike, covering parts, labor and even tune-ups
- Flat-tire insurance—for a one-time fee, Zane's fixes flats forever
- A trade-in program for kids' bikes, lasting 10 years (or more)

These measures, Zane concedes, don't come free. But in terms of their long-term payoff, they add up to smart business expenses.

Is it working? Zane's Cycles is experiencing annual sales growth of 23 percent, with sales of \$15 million from retail and corporate customers.

For any business, Zane says, strong connections with customers are at the heart of long-term success. Of course, the specific ways of making those connections change from business to business.

He says, "No matter what kind of business you run, you should be in the relationship-building and experience-selling business, because that is how you will find the greatest success." ☐

PHOTODISC

**Startup Weekend:** Developers, marketers, product managers and startup enthusiasts will gather to share ideas and launch new start-ups. Attendees in dozens of cities will determine the most promising concepts, focusing on customer development, idea validation and creating a viable product, competing for prizes to help speed them to launch.

To view a list of participating countries and organizations, or to learn more about GEW, visit [www.unleashingideas.org](http://www.unleashingideas.org). ☐





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Warehouse Price	\$599.99	\$799.99	\$799.99
Discount at Register	-120.00	-160.00	-160.00
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2-pc

Queen Set

3-pc

King or  
Cal King Set

-OR-



Sold only as a mattress and box spring set. Check your local warehouse for availability.  
Mattress selection varies by location. Costco.com, Hawaii, and Alaska locations may reflect higher pricing.

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# The truth about green marketing

WE ARE NOW LIVING in a world in which environmental factors have become a concern in everything that we do. From recycling to fuel efficiency, most Americans are now concerned with how their lifestyle affects the sustainability of the planet. Furthermore, many are now watching the types of products they use and are making sure these products are environmentally friendly.

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing incorporates a broad range of activities, including product and advertising modifications as well as changes to the production process and packaging.

Green marketing is a technique that is growing exponentially. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green."

How can we, as consumers, know what to believe when it comes to green marketing? Sure, we want to buy products that are sustainable or are made with concern in regard to the environment, but it seems as though every company is making a claim about being green. Recently, the Federal Trade Commission (FTC) began reviewing its Green Guides to lay out the groundwork for what constitutes a green claim. The Green Guides were designed to help marketers avoid making environmental claims that are unfair or untrue.

However, I have found that referring to these guidelines can also help consumers decipher what is real when it comes to green shopping. The Green Guides break down the guidelines in this manner: biodegradable, compostable, recyclable, recycled content and ozone safe. These are the pillars of what defines a product or a company as green.

In addition to the original Green Guides, the FTC and the Council of Better Business Bureaus have recently issued some key revisions to the guides:

- Marketers should not make unqualified general environmental benefit claims such as "green" or "eco-friendly."

- Seals and certifications are considered endorsements. This means that marketers may need to disclose any material connections with the certifier. Third-party certification does not eliminate a marketer's obligation to have substantiation for its claims.

- A claim that a product or package is biodegradable means that it will completely decompose no more than one year after customary disposal.

- The Green Guides address claims of recyclability and introduce a three-tiered analysis for disclosing the limited availability of recycling programs.

- Marketers making renewable-energy claims should specify the source of the renewable energy. If a company sells Renewable Energy Certificates (RECs) for the renewable energy they generate, it should not represent that they use renewable energy.

When shopping for green products, it is important to understand what "green" really entails. Many companies simply claim to be green as a way to attract shoppers who are conscious of the environment and want to do their part. Other products have been designed legitimately to be environmentally friendly, and it is these products that we want to buy. While at times it may be nearly impossible for the consumer to decide what is green and what is not, these Green Guides should help restore clarity and integrity to the process, so that by the time the product is on the shelf it will have earned its green label.

The FTC has a variety of consumer resources to help explain certain environmental claims and other energy issues. The agency has issued two brochures that are an excellent starting point: "Sorting out 'Green' Advertising Claims," ([www.ftc.gov](http://www.ftc.gov); search "green advertising claims") and "Eco-Speak: A User's Guide to the Language of Recycling," ([www.ftc.gov](http://www.ftc.gov); search "language of recycling").

For more information about the Green Guides, consult the FTC's Energy & Environment website at [www.ftc.gov/energy](http://www.ftc.gov/energy). [E]



AMY CANTRELL

**David Horowitz is a leading consumer advocate. Visit his blog at [www.fightback.com](http://www.fightback.com). He is a frequent guest on radio and television stations. Consult your local listings for dates and times.**

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## Ask David Horowitz

**I RECENTLY purchased a brand-new personal computer [not at Costco]. Immediately, I began to experience problems. After spending hours on the phone with numerous departments and specialty service people, the problem has not been solved, the computer is unusable, yet they will not replace it as I am locked into a service contract that provides technical support rather than replacement. What can I do?**

**Wes  
Seattle, Washington**

WRITE DOWN the names of every contact you speak with, as well as details of what was discussed. Take this evidence and talk to an executive at the corporate level of the company. Make it clear that no matter what your service contract states, you have spoken to many people at several departments at the company, and still your computer does not work. Since you have shown that it is a lemon, the company must either exchange it for a new computer or do a direct money refund.

*When members buy a computer at Costco, they get free technical support from Costco's Concierge Service. Costco also has a 90-day return policy on electronics.—Ed.*

## Do you have a question for David?

Just log on to [www.fightback.com](http://www.fightback.com) and "Ask David." For a fee, he will personally respond to your problem if you follow the instructions printed on his website. (Costco members receive a rebate off the normal fee.) Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on [www.fightback.com](http://www.fightback.com).

**More in archives**  
On Costco.com, enter  
"Connection." At Online Edition,  
search "David Horowitz."



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Item #589032

<sup>1</sup>Requires an Intel® Wireless Display-enabled PC, compatible adapter and TV. 1080p and Blu-ray™ or other protected content playback only available on second-generation Intel® Core™ processor-based PCs with built-in visuals enabled. Consult your PC manufacturer. For more information, see [www.intel.com/go/widi](http://www.intel.com/go/widi). <sup>2</sup>Built-in visual features are not enabled on all PCs and optimized software may be required. Check with your system manufacturer. Learn more at <http://www.intel.com/go/biv>. \*Other names and brands may be claimed as the property of others. Copyright © 2011, Intel Corporation. All rights reserved. Intel Inside, Intel Core, Intel and the Intel logo are trademarks of Intel Corporation in the U.S. and other countries. © 2011 Belkin International, Inc. All rights reserved. All trade names are registered trademarks of respective manufacturers listed.

**WAREHOUSE/COSTCO.COM**



Also:  
Internet TVs

# Which 3-D TV is right for you?

By Marc Saltzman

**Q: I'm in the market for a new 3-D TV. Can you explain the differences between active 3-D and passive 3-D?**

**A:** Great question—and a very timely one.

As you walk around a Costco electronics department, you'll likely see several 3-D TVs displayed. Entertainment fans are looking to replicate that eye-popping movie theater experience in their homes. And finally, there is a lot more content available to justify the purchase, including 3-D movies, television shows, sports, video games and 3-D-ready cameras and camcorders.

There are two main kinds of 3-D TV technology to consider: active and passive 3-D. Both require you to wear glasses.

Without getting too technical, some 3-D TVs require "active shutter" glasses, which are battery powered and wirelessly communicate with an emitter built into the TV. Passive 3-D TVs, on the other hand, work with less expensive polarized 3-D glasses—ones that don't require any power—like the pair you'd get at your local movie theater. Active shutter glasses won't work with passive 3-D TVs and passive glasses can't be used with active 3-D TVs.

Which one works better? It's in the eye of the beholder, as the expression goes. While it is pricier, some tech experts believe active shutter delivers a more convincing 3-D effect, resulting in more depth and jump-off-the-screen visuals. That said, some people see "cross-talk" (ghosting) or slight flicker with some active 3-D TVs.

Passive 3-D TVs, on the flip side, use less expensive glasses, plus the glasses don't require batteries or recharging and are generally smaller and lighter. They're a great option for many people.

The best solution? Before you buy a 3-D TV—active or passive—be sure to watch it in the store before you bring it home.

**Q: I've heard about getting access to the Internet on my HDTV. How does this work and what equipment is needed?**

**A:** One of the most exciting trends is the fusion between your television and the Internet. Most new

HDTVs allow you to access online content from the comfort of your favorite chair or sofa, be it social networking sites (such as Facebook or Twitter), video streaming services (such as YouTube or Netflix) or on-demand news, weather, sports scores, stock quotes and other personalized information.

Conventional satellite and cable TV services aren't going anywhere yet, but this marriage between your television and the Internet gives you more options, control and interactivity. After all, you've got this 50-odd-inch television on your wall, so why not use it as a giant window to the Internet, too?

Sometimes referred to as "smart TVs" or "IPTVs" (Internet protocol televisions), Internet-connected TVs might give you a full Web browser, too, so you can use a search engine or visit and bookmark any website you can on a computer, smartphone or tablet.

Increasingly, you can choose which widgets or apps you want to see on your screen—such as Flickr, Picasa, Hulu Plus, Pandora Internet Radio, MLB.tv and so on—but keep in mind that not all television makers offer the same apps.

So how do you connect to the Internet? Some TVs have integrated Wi-Fi connectivity so they can join your home wireless network, while others offer the option to upgrade via a wireless USB adapter. Most TVs also offer a wired (Ethernet) option.

If you're perfectly happy with your existing television, however, you can add Internet connectivity with a small and relatively affordable box—such as Roku, Boxee Box, LG Smart TV Upgrader or some Internet-enabled Blu-ray players. But the models with built-in Internet access are truly the wave of the future. [E]

## The Costco Connection

Costco sells a variety of 3-D TVs from leading manufacturers in the warehouses and online at Costco.com. Also available are Internet-enabled Blu-ray players. All TV purchases come with free technical support from Costco Concierge Services.

**More in archives**  
On Costco.com, enter "Connection."  
At Online Edition, search  
"Tech Connection."

## Ask Marc Saltzman

Questions about electronics or computers you purchased at Costco? Email them to: [connection@costco.com](mailto:connection@costco.com).

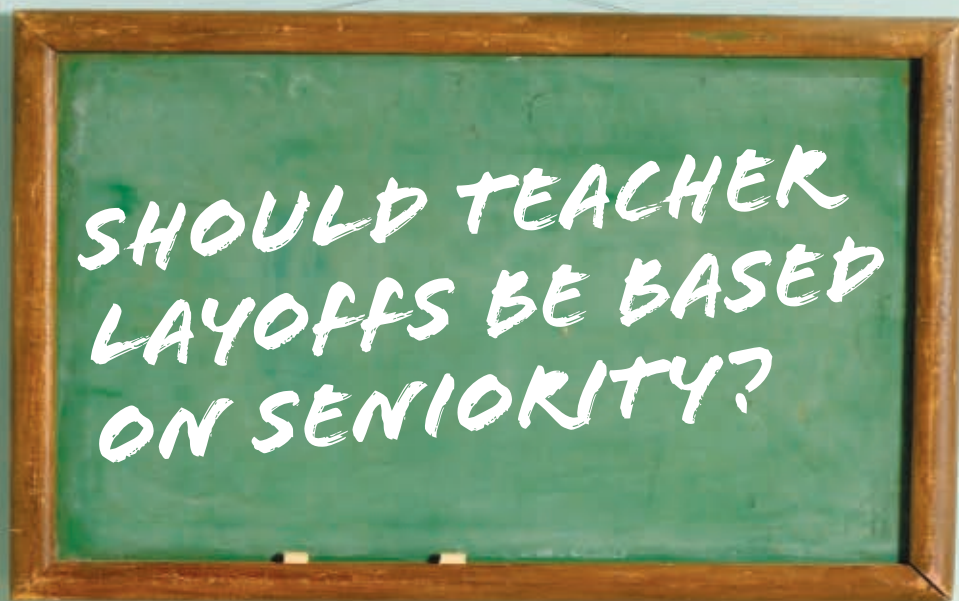
Or send them to:  
**Tech Connection**  
**The Costco Connection**  
**P.O. Box 34088**  
**Seattle, WA 98124-1088**  
or fax to (425) 313-6718.

Please include "Tech Connection" in the subject line. Marc will answer selected questions in this column. We regret that unpublished questions cannot be answered individually.

**Marc Saltzman, a leading high-tech reporter, contributes to more than three dozen prominent publications, appears on radio and TV, and is the author of 14 books.**

JOHN GOLDSTEIN





MEDIA BAKERY

EARLIER THIS YEAR, the New York State Senate passed a bill that would end the use of seniority as the sole factor for deciding which teachers are laid off. Similar measures are being considered elsewhere in the country.

Supporters of this move insist that relying on seniority alone can eliminate young and effective teachers and protect ineffective teachers. They say teachers should be judged, and retained, solely on their performance, and seniority doesn't necessarily guarantee good performance.

Critics argue that experience is key in every trade and profession. They note that experienced teachers guide newer ones and are in a better position to spot and address problems, and that using seniority as the criterion protects against influences such as favoritism or financial need.

What do you think?



**Find out more about this topic on the Web:**

- <http://takingnote.learningmatters.tv/?p=4348>
- [www.anurbanteacherseducation.com/2011/04/teacher-defends-seniority-rights.html](http://www.anurbanteacherseducation.com/2011/04/teacher-defends-seniority-rights.html)
- [www.npr.org](http://www.npr.org) (search "teacher seniority")
- <http://mayor2011.catalyst-chicago.org/question/should-seniority-govern-teacher-layoffs>

# YES

from members:

**Gary Schlaack**  
Reed City, MI



The senior teacher has been exposed to many different educational theories and applications [and] provides leadership to schools.

**Dana Osborne**  
Mount Pleasant, TN



With experience comes wisdom and knowing how to work with each child's needs.

**James Belligiese**  
Breezy Point, NY



A mix of seniority with performance would work best to help ensure the most fit and experienced teachers remain.

# NO

from members:

**Destiney Smith**  
Vacaville, CA



I would want teachers that most want to be there, engage the best with the children, and add to the overall atmosphere of the school.

**Chris Toadvine**  
Altamonte Springs, FL



Exempting any group just because of their time on the job does not encourage continued excellence. Kids deserve the best we can give.

**Cindy S. May**  
Atlanta, GA



Our children need to have a teacher who does the best job. It should be based solely on their ability.



## from an expert in the field:



**Norm Scott** is a founding member of the Grassroots Education Movement, producers of the film *The Inconvenient Truth Behind Waiting for Superman* ([www.waitingforsupermantruth.org](http://www.waitingforsupermantruth.org)).

AN EXPERIENCED, SENIORITY-BASED teaching force is essential for building a top-rated educational system. Research shows that teacher experience is one of only two observable factors that consistently lead to higher student achievement (class size is the other). An example is the 1985 to 1989 Project STAR Tennessee experiment where kindergarten students had higher achievement and earnings as adults, depending on

how long their teachers had been in the profession, with gains for every year up to 20.

Teachers who feel secure in their rights often are the strongest advocates for their students, even when coming up against their supervisors. Newer teachers also benefit from the mentoring they receive from their senior peers.

Modifying seniority rights will seriously endanger teaching as a viable career and the interests of children. Without seniority rights, teachers would be susceptible to arbitrary layoffs based on race, sexuality, politics or advocacy for children and/or parents. Higher-salaried teachers would also become a target. It is no accident that states that are the most restrictive of teachers' unions have the poorest results on student SAT and ACT exams. In Finland, where more than 95 percent of teachers are unionized, student achievement is the highest in the world.

The argument that seniority rights protect bad teachers is false. Every school district has procedures for getting rid of unqualified or incompetent teachers.

The biggest danger to education is turnover. Fifty percent of new teachers leave within the first six years, costing school districts as much as \$17,000 to recruit, hire and train each replacement teacher. Removing seniority rights would create an even higher turnover rate, the cost of which would be devastating—not only financially, but for students.

After teaching for almost 30 years at the same school, I know the positive impact a stable teaching force has on an impoverished community. The fact that I was able to develop long-term relationships with parents, siblings and even children of former students who were in my class created a stable and secure environment for many of these students.

Layoffs must be based on seniority. It's the only method that benefits teachers, communities and students over the long run. [E]

## from an expert in the field:



**Sydney Morris** is co-founder of Educators 4 Excellence ([www.educators4excellence.org](http://www.educators4excellence.org)), an organization of education professionals.

AS A CLASSROOM TEACHER, I know that both my successes and my shortcomings as an educator can dramatically impact the lives of the children who sit in my classroom each day. So, as word of potential teacher layoffs has spread, as well as the fact that the most recently hired teachers would be the first to go, I wondered why the quality of my teaching doesn't factor into these critical decisions about who stays and who goes.

With New York City, for example, facing more than 4,000 teacher layoffs this year, we cannot wait any longer to end a system that fails to put the interests of kids first and change the current seniority-based layoff rules. I, and my like-minded colleagues, believe that if layoffs have to happen, our success in the classroom—not just the years we've logged in the system—should be the basis for these tough decisions.

So-called "Last In, First Out" rules devalue the contributions teachers make to the classroom and send entirely the wrong signal to those educators who are making dramatic progress with their students.

Some argue that, in the absence of unbiased teacher evaluations, "Last In, First Out" is the only fair way to conduct layoffs and protect teachers from principal popularity contests.

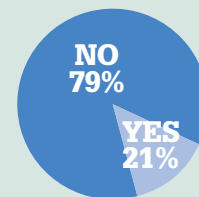
While we agree that teachers need much stronger evaluations, there are other objective factors that districts can use in layoff decisions.

We have recommended letting go of those teachers with a large number of unexplained absences, teachers with unsatisfactory performance ratings and those educators receiving full pay and benefits without holding full-time positions. By dismissing these teachers first, layoffs could be done with the least impact on students.

The current fiscal crisis has made teacher layoffs a reality across the country. As a result, state and city governments need to work together with unions to change the quality-blind system of layoffs. We must send a strong message to both current and prospective teachers that performance matters. It's only fair that we be judged on the quality of our teaching and the growth of our students, not just on our years in the system. [E]

## JULY DEBATE RESULTS:

Are biofuels actually a good idea?



Percentage reflects votes received by July 18, 2011.

• • • • •

## JUNE DEBATE RESULTS:

Should you seek medical advice online?

YES: 87% NO: 13%

Percentage reflects votes received by June 30, 2011. Results may reflect Debate being picked up by blogs.



See Dialogue pages for more debate responses

Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and The Costco Connection take no position on any Debate topic.



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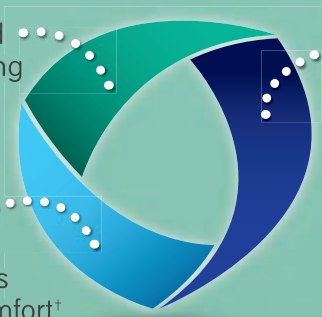
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## Chondroitin

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<sup>†</sup>These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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Consumer  
expert  
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# Living Large

By Steve Fisher

PEOPLE LISTEN TO Clark Howard. The Atlanta-based consumer advocate and Costco member has found national renown with a syndicated radio show, a newspaper column and a weekly television program on HLN. He attributes his success, and his trustworthiness, to one thing.

"The only thing I can think of," he says, "is that I really am the same in any situation. You see me in person, you hear me on the air, you watch me on TV, I'm not playing a role. I'm just being me."

Despite having achieved a comfortable income, Howard practices the frugality he preaches, and his media appearances and books help to spread the gospel. His ninth book, *Clark Howard's Living Large in Lean Times*, was getting ready to roll out when he spoke on the phone with *The Connection*.

**The Costco Connection:** What do you say to the person who says, "I don't have time to go bargain hunting?"

**Clark Howard:** I would say, "Are you occupying every hour of your day every day of the week?" If you look at time as productive hours, the hours we're awake, we're truly not productive all of them. There's downtime, there's leisure time.... That's time that we can productively put to work saving money.

**CC:** At what point do you say, I've done enough research; it's time to buy?

**CH:** The first wave of research is really illuminating. The second wave of research is really confusing. People will get to where they overthink it. If you have done your homework and you have compared prices, and you feel reasonably confident that the item you're buying is a good selection, go ahead and do it. And don't sweat the fact of whether you could have gotten something 3 percent cheaper or 5 percent or 10 percent; the big news is the 90 or 95 percent that you saved.

**CC:** What about something like the Costco Auto Program, which promises that they do all the work so you don't have to?

**CH:** The Costco Auto Program is great. For a lot of people, the car-buying process is horribly intimidating. And the Costco car-buying program is a great leveler. If you use

car-buying programs you will definitely get a low price. Probably cheaper than 80 percent to 90 percent of people are getting. To me that's good enough.

**CC:** If you get a large infusion of cash, is it better to pay off debts completely or to invest that money?

**CH:** More often than not, extinguishing debt is a better thing than putting the money aside. If you're paying an average credit-card interest rate of 12 percent, and you wipe that debt out, that's fantastic, because you're done paying that 12 percent. But if debts are relatively small, [you're] probably better off building some form of investment portfolio for long-term needs.

**CC:** Is it OK to walk away from an underwater mortgage?

**CH:** Worst-case scenario, you say, "I'm done with this, here are the keys, I'm going away." How much would it cost you to live in an equivalent property, renting? More often than not, you'll find there's not a huge savings from walking away. Then we move on to the moral equation: How do you feel walking away from an obligation? Added to the moral equation is whether ... the IRS may tax you. Here is the deal: If your mortgage(s) ... were just for buying the home or improving it, you get full tax forgiveness. However, if you did a cash out refi or borrowed other money against the house to buy stuff or take vacations, the money is taxed when you walk away.

**CC:** What is the biggest obstacle to saving for the American consumer?

**CH:** It's not [saving] as the first thing they do with their check. The key to developing a new habit is to save before you get your check. If you think about the mentality of modern banking, it's about getting your kids to have a debit card in their hand, or a credit card. Not the idea of savings.

**CC:** This is your ninth book. Is it getting harder to come up with things to write about?

CONTINUED ON PAGE 21

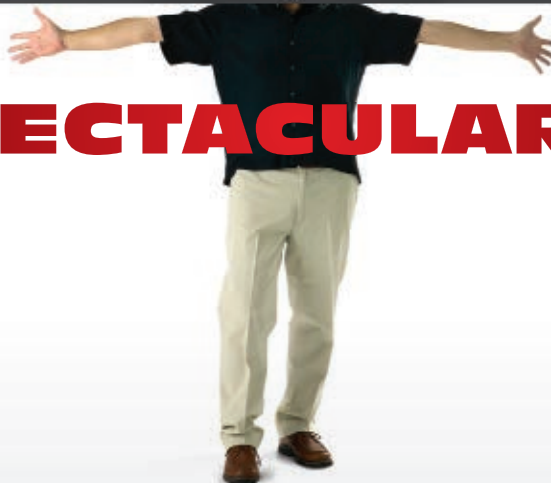




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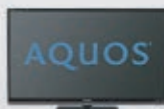
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CONTINUED FROM PAGE 19

**CH:** The change in the economy made this probably the second-easiest book I've ever written. Because right now you have people of all income levels who may have just thought it was cute to be careful with their money, but you fully have their attention. They need to and they want to be methodical about it, something that I'd say was not true before. So it was much, much easier this time because I

didn't have to justify to people why it's important to be careful with their money. People get that now. So this time my energy was really devoted to the how to—how you can really reduce your spending.

**CC:** Should people pay full price for this book?

**CH:** Never.

Howard's bottom line: "I want people to take control of their lives. I want people to know that they're not spectators, that they can take charge. And they have far more control than they give themselves credit for."

Howard also has a website, [www.clarkhoward.com](http://www.clarkhoward.com), that offers more information. His Team Clark volunteers offer free advice by phone at (404) 892-8227. ☎

## Clark Howard's money-saving advice for everyday living

Clark Howard's *Living Large in Lean Times* provides money-saving advice on purchasing cars and computers, entertainment and groceries, plus tips on topics such as education and jobs, healthcare and real estate, insurance, personal finance and travel. Here's one example.

IF YOU OWE BACK TAXES, there is a way for you to pay dimes on the dollar in back taxes with an officially sanctioned IRS program called Offer in Compromise (OIC).

The OIC program—designed to allow delinquent taxpayers to negotiate a lump-sum settlement—was something of a joke in the past. Most offers in compromise

were flat-out denied because the IRS assumed people were lying. In many cases, taxpayers who were sitting in homes that had appreciated in value were told they should take out a second mortgage to pay their tax bill. Well, we all know how that scenario played out after the real estate bubble burst and the recession hit.

Now the IRS is beginning to consider all reasonable OICs as a result of the dismal economic climate. The IRS knows that home values have plummeted and is now reviewing each OIC on its individual merits.

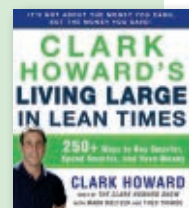
There is a \$150 application fee when you want to do an OIC. But you can wind up saving thousands in the process based on your

individual circumstances and back taxes. Visit [www.irs.gov](http://www.irs.gov) and search "offer in compromise" for more information.

Excerpted from Clark Howard's *Living Large in Lean Times*, by Clark Howard with Mark Meltzer and Theo Thimou, by arrangement with Avery Books, a member of Penguin Group (USA) Inc. Copyright © 2011 by Clark Howard.

### The Costco Connection

Clark Howard's *Living Large in Lean Times* is available in all Costco warehouses.



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# The chicken, the egg and the future

Seeking sustainable  
supplies for  
a growing planet

**By Tim Talevich**





**THREE YEARS AGO**, Wilcox Farms, a family-run business that had raised cows, chickens and crops in rural Washington since 1909, was in big trouble. Competition, market fluctuations and a spate of other modern problems had pushed the farm to the brink of closure.

“It was bad—real bad,” recalls Barrie Wilcox, 71, whose grandfather started the farm at the turn of the century. “On one Tuesday, we were told the bank would close us down the next Sunday.”

Today, Wilcox Farms is healthier than ever. The company, now run by fourth-generation family members, is one of the leading egg producers in the Pacific Northwest (and a supplier for Costco warehouses in the region). Oddly, it’s operated more like the Wilcox Farms



*The Wilcox family sees a promising future in organic eggs. Pictured here are, from left to right, Jim, Brent (standing), Barrie and Susan Wilcox.*

sought reliable supplies to meet a growing demand for organic eggs, which are sold under the Kirkland Signature™ label. Most of the farms had long histories of producing conventional eggs. Organic eggs represented a new business opportunity—but also brought new challenges.

Reliable sources of organic feed were needed for the chickens. Accommodations had to be made to allow the birds to roam and forage outside their roosts—one of the stipulations for organic certification. Also, the producers had to meet a long list of other regulations for their farms to be certified as organic.

Some of the farms had chicken houses and pasture available for the new operations. At Wilcox Farms, for example, a dozen empty chicken houses were available on the property, along with adequate pasture areas next to the houses. In other cases, the farmers started from scratch to build new facilities. That’s the case at L&R Farms in Pendergrass, Georgia, where four new buildings for organic operations are under construction.

Another issue concerned packaging. At Costco, conventional eggs have typically been shipped in steel racks that hold 240 cartons, each with 18 eggs. But a better system was needed to reduce truck trips from the farms to Costco’s warehouses and make stocking the eggs easier and safer in the warehouses. The solution was new, stronger packaging made from recycled water bottles. Now, 300 cartons, each with 24 eggs, fit on a pallet. The farmers had to adapt their processing machinery to handle the new packaging.

For the farmers, this has all taken time, money and new thinking. But they believe there’s a future in organic eggs—and it’s the right thing to do.

“From a farmer’s standpoint, our business is to look after the consumer and look after our animals,” says David Lathem, whose father started L&R Farms in 1957. “Organic and cage free are an important part of our industry that’s growing. I feel like it’s a worthwhile investment because it will be a growing part of our business in the future and we need to be involved.”

“People want to know where their food

of early years: Feed comes from the farm itself or from a few local suppliers, chickens can run free, products are sold locally, and as much as possible is recycled—including tons of chicken manure for fertilizer.

The Wilcox Farms story is one of sustainability. Costco worked closely with the company to develop an organic egg program to supply Pacific Northwest warehouses, and is applying the same business model to nine other egg producers in regions throughout the country (see “It’s all in the family” on page 25). The goal, explains Teresa Noonan, a Costco buyer who oversees the program, is to ensure a local, sustainable supply of high-quality organic eggs to meet a growing demand among Costco members.

But the story has much broader implications. If these sustainable production methods work for these farmers and their eggs, what about for other farm-raised foods? And can similar sustainable programs be established for limited commodities such as nuts, vanilla, coffee and fish, which come from developing corners of the world? Costco and other companies are looking for the answers to these questions as they face the challenges of shrinking global resources and growing demand.

#### **A new business model**

Costco started working with the 10 chicken farms about three years ago as it



is coming from and what quality it is," adds Andy Wilcox, 39. He, his brother, Brent, 42, and their cousin Chris, 46, now run the farm. "The combination of wanting local food and knowing its quality is really driving the future for our family."

### Defining sustainability

In its simplest interpretation, a sustainable program is one that ensures an adequate ongoing supply of a product. But it's not quite so simple.

The Sustainable Food Lab ([www.sustainablefoodlab.org](http://www.sustainablefoodlab.org)), an organization that promotes sustainable practices in the food industry, says these practices cover several areas, from the environment to social issues. With sustainable food programs, the soil's health is maintained and improved, nearby rivers and streams are kept clean and greenhouse gas emissions are minimized. Economically, the businesses involved must be able to thrive. And the people in every step of the process—farmers, workers, processors and others—must enjoy livable incomes.

Hal Hamilton, of the Sustainable Food Lab, says there's no universal label that certi-

**The Nichols family, including Steve, right, and his son, Christopher, have been egg farming for three generations. Likewise, many longtime employees now have their children working on the farm.**

fies a product as "sustainable" as there is for, say, organic products. "In general we think of sustainability as a path rather than a destination," explains Hamilton. "So the products we buy from responsible production are becoming more and more sustainable over time."

For farmers, one indicator of sustainable practices is their carbon footprint. A convenient way of measuring this footprint is through an innovative software program called the Cool Farm Tool, developed at the University of Aberdeen in Scotland. With this program, farmers can enter details about their crops, fertilizers, soil composition, pesticides and so on, and the tool instantly calculates their greenhouse gas emissions.

The tool's goal, Hamilton says, is to reveal best farming practices for any farmer, from egg producers to wheat growers.

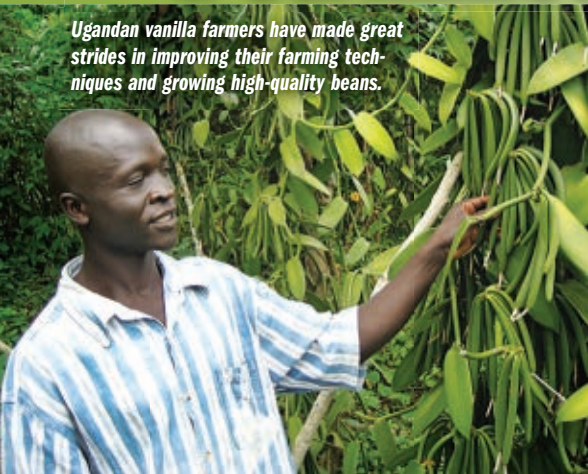
"Farming systems around the world are



CHINO VALLEY RANCHERS

## Case study: vanilla

**Ugandan vanilla farmers have made great strides in improving their farming techniques and growing high-quality beans.**



FOR MANY YEARS, Madagascar has been the leading producer of fine vanilla beans, supplying some 70 percent of the world's supply. But storms and political unrest have often disrupted production—leaving supplies unreliable, driving up prices for fine vanilla extract and putting money in the hands of traders, not farmers.

Seeking another source of high-quality vanilla, Costco turned to Uganda, which has excellent condi-

tions for growing vanilla beans. Through an ambitious program that involved Costco, UVAN, a Uganda-based vanilla bean processor, a Danish flavor company and the Danish government, the Ugandan vanilla industry today has become a key player in the world's vanilla industry. And its success is based on sustainability.

The development program, initiated five years ago, focuses on educating the farmers about the best vanilla growing and harvesting methods, and on improvements in the communities. Vanilla bean farming wasn't new in Uganda: Farmers had tried it before, but the industry had never brought fair returns because of poor production practices and limited access to world markets.

One early step under the development program was to show the farmers the value of allowing the beans to mature on the vine. Traditionally, farmers picked the beans early for quick cash—and to avoid having them stolen. Beans that are allowed to mature have higher vanillin content—thus a richer vanilla extract and significantly higher value on the market, explains Kristen Hayes, Costco's buyer of vanilla products.

Also, UVAN established a curing station so the beans could be cured to high standards, consistently. This eliminated a system of middlemen and enables the farmers to get premium prices for high-quality beans.

But perhaps the program offering the biggest long-term impact is new village savings and loans that offer families access to loans.

Many of the families live in remote areas without any banks. The savings and loans offer them cash to diversify their businesses and increase their incomes. For example, Kristen says, a family could borrow money to buy chickens for eggs—which they could eat or sell—or seeds to grow and sell vegetables.

"In a country where financing is difficult to get, these small loans make an incredibly big difference for these families," says Kristen.

And Costco's role? The company is partnering with the farmers to create a reliable supply of high-quality vanilla. This partnership offers a steady market for the farmers and helps them plan for the future. The vanilla is blended and sold as Kirkland Signature™ Pure Vanilla and is also used to flavor Kirkland Signature Vanilla Ice Cream. It all translates into huge savings for members: The price for a 16-ounce bottle of Kirkland Signature Pure Vanilla is below \$7.

Today, about 9,500 Ugandan farmers are involved in the program.

"We are essentially partnering with these families to produce the best vanilla in the world," sums up Kristen. "It's a system where everybody wins. That's sustainability." —TT



MEDIA BAKERY



using the same greenhouse gas calculator to estimate their current greenhouse footprint and identify those practices that would be the most likely to reduce the footprint in a pragmatic way," he says.

All 10 farms supplying Costco's organic eggs used the Cool Farm Tool during the past year to examine their carbon footprint and develop more environmentally friendly procedures. In late June, the group convened near Portland, Oregon, to share findings and swap ideas on improvements. Discussion ranged from smarter ways of transporting feed to their farms to potential uses of chicken manure for biochar, a type of charcoal that might be profitable as a soil amendment.

All these topics might offer insights for other farmers, Hamilton says.

"Some of the things about transport, feed production, the handling of manure, different places where energy consumption could be reduced—those are all interesting and useful for other kinds of producers," says Hamilton. "For example, some of the feed sources for chickens are similar to feed sources for dairy cows. So there are some lessons that can be shared."

### Looking beyond chickens and eggs

If the push for sustainability works for eggs, what about other foods? That's an increasingly critical question, says Sheri Flies, an assistant general merchandising manager in Costco's corporate food department. A growing demand for food from emerging countries such as China and India, shrinking resources, political instability and other factors make it more important than ever to find ways for the Earth and its farmers to provide for its habitants, perpetually.

Many foods, known as limited-resource commodities, are part of our daily diets. They include all kinds of nuts, coffee, organic milk, fish and shrimp, vanilla, spices, cocoa, olive oil and maple syrup, and they are grown or produced everywhere from Africa to Central America to Southeast Asia.

"Everything is a limited resource commodity or relies upon a limited resource for its production," says Sheri. "Demand is outstripping current supply, and as Costco continues to grow, we need to make sure that we are sourcing our products in a responsible way so that our members continue to receive high-quality products and everyone in the supply chain receives a fair return."

This means going to the source to understand the process from the beginning to the end, developing long-term partnerships with the people in the supply chain

# It's all in the family



**The Baker family has operated the Soncrest Egg Co. in Gonzales, Texas, for three generations.**

Foods, led by the Gemperle family, is an agricultural cooperative of family-owned farms.

**San Diego:** Chino Valley Ranchers, Arcadia, California ([www.chinovalleyranchers.com](http://www.chinovalleyranchers.com)). The Nichols family is the fourth generation to operate the farm, which has been in business since 1953.

**Texas:** Soncrest Egg Co., Gonzales, Texas. The Baker family is a third-generation husband, wife and daughter team. Many employees on the farm have been there for 20 years.

**Northeast:** Pete and Gerry's Organic Eggs, Monroe, New Hampshire ([www.peteandgerrys.com](http://www.peteandgerrys.com)). Current operators include Jesse Laflamme and Peter Stanton and others who are the extended family of farm founder Robert Ward. The farm began in the early 1900s and now partners with some 20 small family farms to provide sustainably produced organic eggs.

**Midwest:** Herbruck's Poultry Ranch, Saranac, Michigan ([www.goodeggproject.org](http://www.goodeggproject.org)), and Nature Pure LLC, Raymond, Ohio. The Herbruck family established their farm in 1958. Nature Pure is operated by the Lausecker family, which has owned the farm for 23 years.

**Southeast:** L&R Farms, Pendergrass, Georgia ([www.landrfarmsinc.com](http://www.landrfarmsinc.com)). The Latham family founded the farm in 1957 with 25,000 laying hens. They are adding an organic program to their operations. —TT

COSTCO HAS ESTABLISHED regional organic egg programs with egg producers around the country who supply their local Costco warehouses with organic eggs. Many of these producers are third- or fourth-generation farmers who have adapted their operations to specialize in organic, cage-free chickens.

Here's the list of suppliers.

**Utah:** Oakdell Egg Farms, Lewiston, Utah ([www.oakdell.com](http://www.oakdell.com)). The Woodward and Wright families have operated this farm since 1908, when Cecil and Bertha Woodward received 10 chickens as a wedding gift.

**Bay Area:** Den Dulk Poultry Farms ([www.dendulkpoultry.com](http://www.dendulkpoultry.com)) and NuCal Foods ([www.nucalfoods.com](http://www.nucalfoods.com)), both in Ripon, California. The Jenkins family has operated den Dulk Poultry Farms for more than 50 years. NuCal

and helping to improve the yields and quality, Sheri says. Costco can do all of this most directly with the products it creates under its Kirkland Signature label.

"The issue of sustainability is something we think about for every Kirkland Signature item: How can we make it better for the member, how can we make it better for the people or animals that produce it and how can we make it better for the environment?" Sheri says. "Our dream is that our Kirkland Signature guarantee will become synonymous not only with quality and value but with sustainability."

To that end, Costco has supported sustainable programs in several areas, working either directly with producers or in cooperation with other organizations. This ranges

from working with farmers in Guatemala to grow green beans and sugar snap peas to helping develop a robust vanilla farming industry in Uganda (see "Case study: vanilla").

At Wilcox Farms, adopting sustainable farming practices is a matter of economics—and more. The rolling farmland lies in the shadow of majestic Mount Rainier, whose melting snows feed the Nisqually River, which winds through the farm. A healthy salmon run populates the river. The family sees itself not as owners of the picturesque land, but as caretakers.

"From my generation's standpoint, we have a legacy," says Chris Wilcox. "We are not going to be the generation that sells the farm. We are going to pass it on to the next generation and then the next. This is our legacy." ☐





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# Group dynamics

## Social buying sites offer promise

By Harvey Meyer

BOWLING ALLEY PROPRIETOR Jimmy Poole was, well, bowled over at how a promotion offered by his Raleigh, North Carolina, enterprise sparked a humongous infusion of fresh customers. Through the online site Groupon, about 1,000 people last fall purchased the \$19 bowling-for-four coupon for The Alley.

"I was extremely satisfied," says Poole, a Costco member, who launched his 15-employee company in 2008. "It was strategically perfect for us."

Similarly, Stefanie Hare was taken aback when 1,200 customers signed up in March for an innovative, \$22 wine-tasting-and-painting promotion through another online site, LivingSocial. The co-owner of Seattle-based Corks and Canvas Events says her website temporarily crashed because of the boost in online traffic her 2.5-employee company garnered.

"We hoped for greater awareness" for the fledgling business, says Hare, a Costco member, "and that's exactly what happened."

### Promotion motion

Groupon, LivingSocial, Facebook, Google and a growing number of other so-called group, or social, buying sites that offer online daily deals and other promotions represent a new—in some cases game-changing—marketing vehicle for businesses. The instruments are particularly popular among a potpourri of small companies.

Consumers who subscribe to these deals via email can purchase vouchers for a firm's deeply discounted products or services (often 50 percent off or more) that are featured on the sites. In return, companies can reap sizable sales and local, regional and even national exposure, depending on the deal. Another frequent outcome: many new customers.

Unlike the upfront payments required

for, say, radio or Yellow Pages ads, companies using some group buying sites incur only marketing costs if a set, minimum number of customers sign up for the promotions. Sites such as Groupon and LivingSocial process the online purchases and send companies checks, minus a significant commission fee, soon after the transaction.

"Merchants get unprecedented exposure among local consumers," says Julie Mossler, a Costco member and spokesperson for Chicago-based Groupon, the top social buying site, with more than 70 million subscribers worldwide. "We feel we've cracked the code in harnessing the power of the Internet."

**"We hoped for greater awareness, and that's exactly what happened."**

—Stefanie Hare

Mossler and Maire Griffin, spokesperson for Washington, D.C.-based LivingSocial, the second most popular site, with more than 26 million members globally, claim nearly all merchants who've used their sites would do so again. Moreover, Griffin, a Costco member, says LivingSocial customers spend well over the voucher price when they shop at the companies.

### Seller, beware

Yet these sites are no panacea. If a business is not prepared for a batch, and sometimes a flood, of customers, the online offers may backfire. Customers could become dis-

satisfied with backups in service or product availability. Furthermore, too many discounted promotions may devalue a company's brand, attracting bargain hunters and irritating established customers.

Small companies should consider the following factors when it comes to group buying promotions:

**Understand your business.** For firms with established brands and loyal customers, participating in group buying sites makes little sense, contends Utpal Dholakia, a Rice University associate marketing professor who last year surveyed 150 companies using Groupon. On the other hand, many younger businesses may discover the sites deliver what they most covet: new customers.

Dholakia's survey of mostly small firms showed that many higher-margin service businesses, particularly spas and salons, fared best using Groupon. In fact, the survey showed two-thirds of the Groupon deals were profitable. Meanwhile, restaurants, many of which sport lower margins, did worst, according to his survey.

**Adopt the proper attitude.** While some online promotions may indeed end up producing profits, it's best to view them as a marketing expense, says Sally Witzky, a Costco member and Richmond, Virginia, small-business, social media and marketing consultant. Don't count on these promotions as short-term revenue generators, let alone devices to save struggling businesses, she advises.

**Prepare, prepare, prepare.** Lack of preparation is why most companies flop with group buying opportunities, says Witzky. Talk with other firms, preferably in your industry, about their experience.

Chat with the group buying sites' sales reps. Ask for best-practices reports, case stud-

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ies, videos, testimonials and other preparatory information to understand how the deal's structure, coupon-redemption patterns (important for cash-flow reasons) and other critical elements can affect your business. Develop best- and worst-case scenarios for customer traffic, and determine the marketing dollars you'll spend and how that factors into your overall marketing budget and mix, says Witzky.

According to Dholakia, employees are key to making these promotions succeed. Significantly, they should be reminded to treat an influx of new customers the same way they treat established clientele. Consider adding more staff and more phone lines, and expanding business hours and your website's bandwidth, when the deal is initially offered.

"If employees have a good experience," predicts Dholakia, "so will customers."

**Customize.** If the group buying site allows it, consider offering higher-discount coupons during your business's slow periods and lower

discounts during busy ones. If you're aiming for regular customers, try discounts that can be redeemed over multiple visits. Ask about other customizing opportunities.


**Start smaller.** While many companies might welcome being swamped with customers, that's also a common source of angst for firms partaking in group buying sites. Consider easing into this arena by capping the number of coupons that customers can redeem. Or maybe restrict the offer to certain zip codes. If the site allows it, limit your exposure by featuring your company in a secondary promotion, not the primary deal, says Witzky.

**Up-sell.** Make up for some of the deal's deep discounts by promoting higher-margin products or services when customers stop in. Sites such as Groupon and LivingSocial won't provide email addresses, so ask customers for their contact information to apprise them of other promotions, events and opportunities.

**Keep track.** LivingSocial and Groupon provide coupon-redemption information

(the fewer people who redeem, the more profitable for companies). On your own, consider developing customers' profiles, determining whether they're new clients who return and discerning how much they spend beyond the deal's value, among other factors. Pay attention if the sites post customers' comments about the deal or your company. Consider all this information in future group buying decisions.

**Keep up.** Group buying sites are dynamic and evolving, with new players, offerings and technologies. If you're interested in participating in these online promotions, pay heed to the latest developments.

In the end, group buying sites offer considerable promise. But, as with many business tools, they must be understood and used properly to derive the maximum benefit. 

*Harvey Meyer, a veteran freelancer from St. Louis Park, Minnesota, writes for a variety of national publications.*



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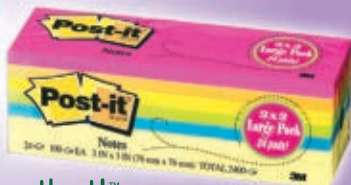
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MEDIA BAKERY

# Home office for homework

## Expert tips to support good study habits

By Star Lawrence

IS YOUR TEEN “studying” while lying across the bed, tapping on a computer, yakking on the phone or texting, mouthing along with music—with papers sliding everywhere?

Such study “habits” can be improved, according to Bobbi DePorter, president of the Quantum Learning Network and co-founder of SuperCamp ([www.SuperCamp.com](http://www.SuperCamp.com)), which offers seven- to 10-day residential learning and life-skills programs each summer. The Quantum Learning School program ([www.QuantumLearning.com](http://www.QuantumLearning.com)) is an offshoot that so far has trained thousands of educators to institute similar learning techniques during the school year.

“School is kids’ work,” DePorter says. “But when adults have work, often they have home offices. These work for kids, too.”

DePorter, author of six books, including *The Seven Biggest Teen Problems and How to Turn Them into Strengths* (Learning Forum Publications, 2006), says setting out to design and equip a teen office sends the message that school—and study—is important. “We want to create lifelong learners. Learning is a discovery process, not just facts, but also the ability to make connections and analyze. An office makes it serious business,” she adds.

Often parents want to keep the kids in view during homework hour. But DePorter suggests the teen office be away from distractions. “People need to focus on one thing at a time,” she says. This means the office can be in the child’s room or another non-public area of the house.

### Creating the study environment

Think about your child and his or her learning style. Is your child a reader? Or does the youngster prefer visual cues?

DePorter has two grandchildren with different styles. Her grandson is very active and cannot sit long in a straight chair at a desk. His office has a bucket seat he can sprawl in. His desk comes to him—on rollers. It has a well for pens and pencils to keep them corralled and a ledge to keep items from falling off. He also has a floor lamp instead of a desk lamp.

Her granddaughter is more visual and prefers bulletin boards, with all her lessons on the wall and updated. She also has a more conventional desk chair.

All kids should have a large paper calendar on the wall with important due dates of projects and upcoming events. Encourage the child to think about how long each will take and note that.

Music can inspire learning—music with no words, that is. DePorter suggests “brain-friendly” background sounds such as Baroque music—Bach, Handel, Pachelbel, Vivaldi. “This simulates the rhythm of the heart,” she explains, “helping you be both relaxed and alert.”

DePorter says teens need to prepare the subconscious mind for learning. She recommends putting affirmations on the wall, ideas such as “I BELIEVE IN MYSELF,” “EVERYTHING I DO DESERVES MY BEST EFFORT,” “I CAN LEARN THIS!” The youngster can make these on the computer.

Provide the bins, shelves, cubbies and drawers necessary to keep the space picked up and restful. Clutter can lead to scattered thinking.

### Study guidelines

Besides allowing the teen to select colors and equipment and co-design the “business-of-learning” space, DePorter suggests parents set a time for homework and then not nag to get the child started on it. “Some kids need time after school for sports or a break,” she says. “Every child is different.”

“Parents,” DePorter says, “need to commend for effort, not just a grade or mark. Listen more, talk less.” She recommends engaging the child in conversation about school while in the car. This practice can warn of problems or difficulties in school that can be headed off before they become too serious.

As a last resort, of course, you can always say, “Go to your office!” This will seldom be necessary, however, because your teen will be organized, thoughtful and creative, and have a Handel on Bach. 🎵

*Star Lawrence is a freelance journalist in Chandler, Arizona.*

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## YOUR HEALTHCARE PLAN

# Addition by subtraction

By Dr. Robert J. Leon



I AM FREQUENTLY asked by patients in my office and by non-patients in social settings, "What vitamins or pills would you recommend to improve my health?" and my answer is always the same: addition by subtraction!

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I believe that before you add anything to your health routine you should take a hard look at what things can be taken away.

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**2.** Are you overweight? If yes, then the loss of just 10 pounds will have tremendous

positive effects on your cardiovascular health, blood pressure, insulin levels and overall well-being, not to mention the fact that you will feel better.

**3.** Are you a couch

potato? A simple 30-minute regimen of daily exercise, which can be as simple as walking or as complex as circuit training, is invaluable in maintaining your overall health and fitness.

**4.** Do you have medical problems such as hypertension or diabetes? If so, do you regularly monitor your blood pressure or blood glucose levels? Or do you not keep

score and instead hope for the best?

**5.** Do you suffer from stress? What do you do to reduce the stresses of life? Do you have hobbies and/or friends? Do you play games such as golf? (Although some would say golf is a stressor.)

**6.** Are you keeping your noggin sharp? Do you read, do puzzles or play chess, for example? Or is *Dancing with the Stars* the extent of your intellectual stimulation?

If you answered "yes" to questions **1** through **5** or "no" to **6**, don't think I can prescribe a magic pill. You have some work to do. Then we can talk about vitamins. [E]

*Dr. Robert J. Leon is a cardiovascular disease specialist with a private practice in New Jersey ([www.rjleonmd.com](http://www.rjleonmd.com))*



MEDIA BAKERY

## Using your head—and your brain

WE'RE HEARING MORE about the dangers of concussions when playing football, especially for youths. But what about soccer?

Studies show that concussions occur much more frequently in soccer than previously thought. In fact, one report found that by the time they reached college, half of all soccer players had suffered a concussion—and often several. These findings come on the heels of other research that shows the real dangers of concussion, ranging from headaches and loss of concentration to life-threatening brain swelling.

All this research points to the need for soccer players to protect their heads, says Jeff Skeen, founder of Full90 Sports, manufacturers of protective gear for athletes.

One of his company's products is a soft padded headband for soccer players. Most head injuries on the soccer field don't occur from heading the ball, but from accidental collisions between players or from hitting the ground. The idea behind the headgear is to reduce the peak impact force reaching the brain, which lowers the chance of concussion, Skeen explains.

He says research shows that the headgear

reduces the concussion rate by more than 50 percent. "We know Full90 Headguards won't prevent all concussions," he adds, "but any reduction in the concussion rate is important."

Protective headgear for soccer players is starting to show up around the world in leagues from youth divisions to the pros. The equipment complies with international soccer rules because it's not dangerous to other players, as a hard helmet might be. The biggest challenge to making the equipment universal among players might be simple unawareness of the dangers, Skeen says.

Players in other sports, such as hockey, skiing and snowboarding, have realized the importance of protecting their heads, and Skeen hopes soccer players will too.

"Concussions are happening among youth soccer players much more frequently than parents know, and they're often not recognized," he says. "Soccer players are required to wear shinguards, but I ask, what is more important, your shins or your brain?"

—Tim Talevich



### The Costco Connection

Costco features two models of the Full90 Sports Headguards on Costco.com. You can get more information on the topic at [www.Full90.com](http://www.Full90.com).

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# A shot of good health

## Adults need vaccinations too

By Jodi Helmer

THINK IMMUNIZATIONS ARE just for kids? You could be missing out on important protections against illnesses and infections. Rolling up your sleeve for a shot could also save your life: Approximately 50,000 adults die in the United States every year from vaccine-preventable diseases, according to the National Foundation for Infectious Diseases ([www.nfid.org](http://www.nfid.org)).

Despite the benefits of vaccinations, adults are under-immunized. "There is a lack of awareness about the need [for adults to be vaccinated] and which vaccines are required," explains Deborah Wexler, M.D., executive director of the Immunization Action Coalition ([www.immunize.org](http://www.immunize.org)), a nonprofit organization working to increase immunization rates through education.

There are also misconceptions about how immunizations work. Vaccines are made from small amounts of bacteria or viruses that mimic the disease, causing your immune system to build up antibodies to fight the illness if you're infected. While some vaccinations, such as the measles, mumps and rubella (MMR) vaccine, offer lifetime protection, others, including the influenza vaccine, need to be repeated. In other words, it's a mistake to think the vaccines you got in childhood are still protecting you.

The types of vaccines you need depend on a number of considerations, including your immunization history, age and risk factors. In general, there are three categories of vaccines to consider.

### Childhood vaccines

Even if you received vaccines for MMR, tetanus/diphtheria/pertussis, meningococcal disease and pneu-

mococcal disease as a child, it might be time for a booster shot to re-up your protection. There is also a chance that an important childhood immunization such as chicken pox was missed, increasing your risk of contracting a vaccine-preventable illness. "If you've lost your [immunization] records and are unsure about whether you were vaccinated as a child, there is no harm in getting revaccinated as an adult," says Raymond A. Strikas, M.D., senior adviser in the immunization services division at the Centers for Disease Control and Prevention ([www.cdc.gov](http://www.cdc.gov)).


### New vaccines

There is a good chance that new vaccines have been developed and vaccine recommendations have changed since your last round of immunizations. For example, most adults have never received the hepatitis B vaccine because it wasn't part of the immunization schedule until 1991. The zoster vaccine to protect against shingles has been available for only the last five years. Talk to your healthcare provider to find out which new (or newly recommended) vaccines might be right for you.

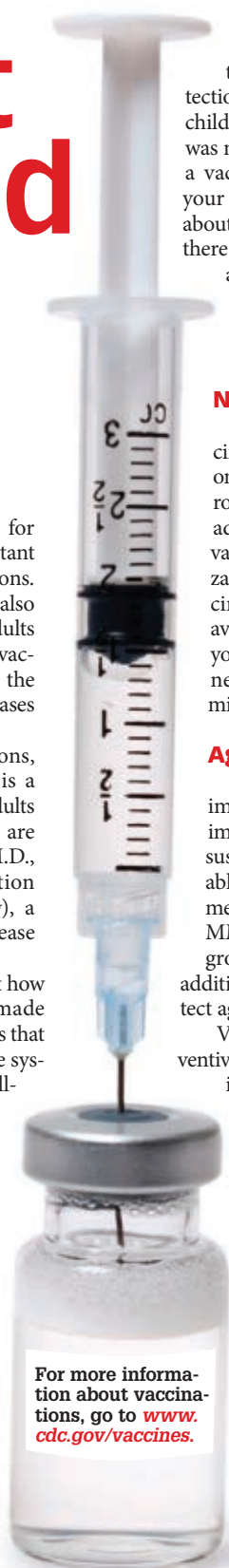
### Age-appropriate vaccines

Up-to-date immunizations are especially important as you get older because your immune system weakens, making you more susceptible to contracting vaccine-preventable diseases. The zoster vaccine is recommended for all adults over 50; a booster of the MMR vaccine is also suggested for this age group. Adults over the age of 65 also need additional pneumococcal immunization to protect against bacterial pneumonia.

Vaccinations are an important part of preventive healthcare for all adults but are especially important if you're in a high-risk group. International travelers and healthcare workers are more apt to come in contact with vaccine-preventable diseases, increasing their risk of infection. Those with compromised immune systems, including diabetics and smokers, are in danger of suffering from infection-related complications.

No matter what your health history, Strikas believes up-to-date immunizations are essential. "There is no reason to risk illness, possible hospitalization and sometimes death when there are effective vaccines available," he says. 

Jodi Helmer is a fully vaccinated freelance writer in Charlotte, North Carolina.



MEDIA BAKERY

## Health CALENDAR August Immunization Awareness Month

THE CENTERS for Disease Control and Prevention uses the month of August to remind everyone to get caught up on shots. Be aware of the basic requirements, plus whatever your doctor might recommend.

- Children (under age 6): measles, polio, chicken pox and hepatitis
- Preteens (11- and 12-year-olds): tetanus, diphtheria, whooping cough and meningitis
- Adults: tetanus every 10 years; annual flu shot at age 50; one-time pneumonia shot at age 65

## The Costco Connection

Many Costco pharmacists are trained and certified to provide vaccination and immunization services, but not all Costco pharmacies can offer all vaccines. Call ahead ([www.costco.com/warehouse/locator.aspx](http://www.costco.com/warehouse/locator.aspx)) to determine the range of services provided at your local Costco pharmacy, as well as:

- Availability of vaccines in your state
- Age requirements: typically age 12 and older, but varies by state; parental consent is required for those younger than 18
- Walk-in service versus appointment required for vaccination

Back-to-school vaccinations are available now. Seasonal influenza vaccinations start in September. Shingles (zoster) vaccine is available year-round.



# You Won't Believe Your Eyes!

Maintaining eye health can be challenging at any age, but it becomes more difficult as we grow older. After the age of 40, eye health may start to decline. By the year 2020, it is projected that more than 40 million Americans may have difficulty maintaining eye health.<sup>1</sup> Clearly, eye care deserves our attention right now to safeguard our future.

Taking care of our eyes is vital to being independent throughout our life. So, we need to protect our eyes as much as possible. One critical way to do that is to guard against damaging ultraviolet rays. This is similar to the way we protect our skin against those same rays when we use sunscreen.

You probably have learned from news reports that lutein supports vision health. It is one of the carotenoids that is found in the human macula and has been studied extensively. However, did you know that another key carotenoid for eye health is zeaxanthin? It too is found in the human macula. Lutein and zeaxanthin may act as filters for ultraviolet light, and they also fight free radicals.\*

Both of these ingredients are so important that the National Institutes of Health has a study underway to determine the specific benefits of this combination of ingredients to support eye health.\*

Lutein and zeaxanthin can only be derived from the foods we eat; our bodies can't produce them. They are found in a typical diet, and in our bodies, in a ratio of 5:1. The problem is—who eats a typical diet? Supplementation may be the best way to ensure getting the right balance of these ingredients.

1. Data on file.

## SEEING IS BELIEVING...

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- Helps improve visual acuity\*
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- Provides all the great benefits of both lutein & zeaxanthin in one small, easy-to-swallow softgel\*

### A Fresh Approach To Healthy Vision

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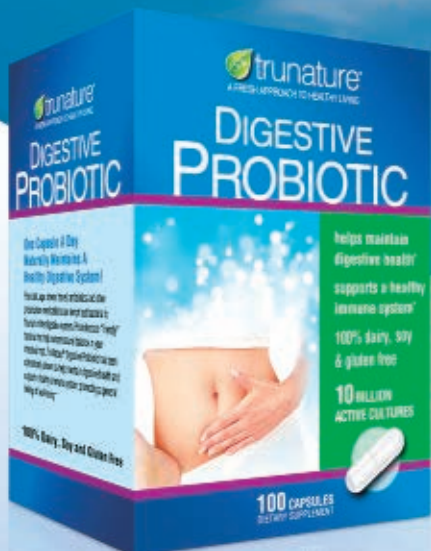


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# ORGANIC BLUE AGAVE

## A LOW-GLYCEMIC SWEETENER BURSTING WITH FLAVOR



Above: Organic blue agave plant. Archaeologists believe that as far back as 9,000 years, indigenous Mesoamericans chewed the agave fiber. Below: Piñas



**Organic blue agave syrup metabolizes slowly, so it doesn't spike your blood sugar.** It's 25% sweeter than sugar, so you don't need to use as much and no refrigeration is required. Those are just a few of the reasons this great-tasting product produced by Wholesome Sweeteners, the nation's leader in Fair Trade Certified™ organic and natural sweeteners, is becoming so popular.



### HOW TO USE BLUE AGAVE

Use the syrup for baking, sweetening beverages, pouring on fresh fruit or as a tabletop condiment. In addition, it's a great way to top off waffles, yogurt or ice cream.

Chefs are raving about its versatility and distinctive flavor. Health-conscious consumers love its low glycemic index. Environmental advocates praise its organic, non-GMO labels and the sustainable farming practices. And gastronomists are simply enjoying the way it tastes, whether on pancakes or swirling in their strawberry margaritas.

### SO WHAT IS THIS BLUE AGAVE SWEETENER?

It's organic liquid nectar made from the blue agave plant grown in Mexico. Pronounced "ah-gah-vay," the plant grows to 6 feet when its sugar is ripe. It stores its sweetness in the piña, a hard core that resembles a pineapple after the plant's leaves have been trimmed away. Once the piña has been crushed and milled, the juices are heated and filtered, producing a sweet nectar that is a perfect replacement for conventional sugars and syrups.



### AND IT IS SUSTAINABLE AND SOCIALLY RESPONSIBLE

Organic blue agave supports a more sustainable planet by offering organic, natural, non-GMO products. Conventionally farmed agave is typically distilled into tequila. Producers now have options to farm organically and more sustainably. Growers can sell their organic piñas to Wholesome Sweeteners at a premium price, better supporting both themselves and their local farming communities.

So roll out organic blue agave syrup at your next brunch, or slip it into your next batch of scones.



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IRIDIO PHOTOGRAPHY

# Skewer it

CHRIS RUSNAK

## Kebabs offer an easy option for all tastes

By Laura Langston

COOKING FOOD ON a stick over an open flame has been done for centuries. Some claim medieval Turkish soldiers started it by using their swords to grill meat over field fires. Others say it goes back to ancient Greece and developed because of limited cooking fuel. Nowadays meat kebabs are found around the world: yakitori in Japan, satay in Indonesia, sosatie in South Africa. But kebabs don't need to be limited to meat. Fish and vegetables can be skewered and cooked this way too, satisfying a variety of dietary needs. And since kebabs can be prepared ahead and cooked at the last minute, they're an ideal choice for entertaining.

Grilling is the preferred method of cooking kebabs. Before you get started, check that you have enough fuel or charcoal, and give the grill a quick brush to clean it.

Decide on your stick. Disposable bamboo skewers are readily available but need to be

soaked for at least 30 minutes before using to prevent them from catching fire. Stainless steel skewers are an investment, but they're reusable and require no soaking. If you go with steel, look for flat or double-pronged skewers, as they stop food from rotating during cooking—a particular challenge for seafood or fruit.

Always cut meat or seafood into same-sized chunks—1 to 2 inches—so it cooks evenly. Since vegetables cook at different rates than meat or fish, people sometimes make kebabs with single items (all meat or all vegetables). It's more colorful and nutritious to combine items; it just takes a little planning.

Prawns, scallops and other seafood are best combined with contrasting pieces of fish (salmon with halibut, for instance) or with quick-cooking or soft items (fruit, strips of green onion, chunks of tinned artichokes). Lamb, beef and chicken pair well with vegetables that won't overcook quickly but are also delicious cooked or raw. A classic example is chunks of peppers and onions with lamb, beef or chicken. Pressed tofu cooked on a medium-high barbecue needs only warming and crust-ing, but can handle being grilled long enough

to cook small mushrooms, thin zucchini rounds and cherry tomatoes. Experimentation and flexibility are the name of the game.

When combining meat and vegetables on kebabs, before skewering the vegetables, either brush them with a little oil or toss them with the marinade. A little liquid keeps them from drying out during cooking.

For appetizer kebabs, use shorter skewers—6 inches to indicate they're a starter, and allow two to three skewers per person. Starter kebabs are generally eaten directly from the skewer, so provide napkins. For main-course kebabs, use 10- to 12-inch skewers. Portion sizes depend on appetites. Generally, five chunks of protein result in one 6-ounce skewer; two skewers per person is a very generous serving. Since main-course kebabs are generally eaten at the table, the meat and vegetables are usually pulled from the skewer and onto the plate with the tines of a fork. ☐

### The Costco Connection

Most Costco warehouses carry grills, plus ready-to-grill beef and chicken kebabs and a variety of fresh meat, fruits and vegetables.

*Victoria, British Columbia-based author and cook Laura Langston has been known to eat kebabs for breakfast.*



## Shrimp and Mango Kebabs

*Shrimp (and most seafood) benefits from being double skewered. If fresh mango isn't available, substitute pineapple or cantaloupe chunks. This recipe yields 4 ounces of shrimp per person, which is a fairly light serving. If you have heavy eaters, assemble additional skewers.*

**40 raw shrimp (31–40 count gives you approximately 1 lb.)\***

**3 firm mangoes**

**1 cup sweet red chili sauce**

**16 bamboo skewers soaked in water for 30 minutes, or 8 double-pronged stainless steel skewers**

Thaw shrimp if frozen. Peel mangoes and cut into chunks about 1 inch thick.

To assemble: Lay a shrimp flat on its side. Take 2 bamboo skewers (or one double-pronged skewer). Slide 1 skewer up through the fattest part of the shrimp. Slide the second skewer up through the narrow part just above the tail. Ensure that both skewers are even. Thread a chunk of mango onto the 2 skewers so it's just touching the shrimp. Repeat the process, allowing 5 shrimp and 4 mango chunks per skewer. Brush the prawn skewers with the sweet red chili sauce and continue basting as they barbecue. Grill 2 minutes per side (2 sides) or until shrimp are firm and opaque. Serve with Mango Chili Dipping Sauce.

Makes 8 kebabs, or 4 servings.

\* Tail on isn't necessary but it makes for a nice presentation

### MANGO CHILI DIPPING SAUCE

**1 can (14 oz.) mangoes**

**3 tbsp. Thai Kitchen Sweet Red Chili Sauce**

Drain juice from canned mangoes; reserve juice for another use or discard. Purée mangoes. Blend in Sweet Red Chili Sauce. Let flavors mingle for an hour before serving.

Makes approximately 1 cup.



IRIDIO PHOTOGRAPHY

## Lamb Kebabs

*Serve with rice pilaf, salad and pita bread for a Middle Eastern-inspired meal.*

**3 lb. boneless leg of lamb (12 oz. per person)**

**1 whole red pepper**

**1 whole green pepper**

**1 whole red onion**

### MARINADE

**1 cup olive oil**

**½ cup lemon juice**

**½ cup red wine vinegar**

**4 garlic cloves, coarsely chopped**

**2 tsp. dried Greek oregano**

**1 tsp. salt**

**1 tsp. pepper**

**1 tsp. mint or dill (optional)**

**8 bamboo skewers soaked in water for 30 minutes, or 8 stainless steel skewers**

Trim and discard excess fat from lamb. Cut leg into steaks about 1 inch thick. Then cut each steak into cubes 1 to 1½ inches thick. In a large bowl or zippered plastic bag, combine marinade ingredients. Add cubed lamb and stir. Cover bowl or seal bag and refrigerate a minimum of 8 hours and up to 24 hours.

Remove core from red and green peppers; cut into 1-inch squares. Peel red onion; separate layers and cut into 1-inch pieces.

To assemble: Alternating peppers, onions and lamb, thread meat and vegetables onto skewers, allowing 5 cubes of lamb, 2 or 3 pieces of pepper and 2 chunks of onion per skewer.

For medium well done, grill 2 to 3 minutes per side (4 sides) for a total of 8 to 12 minutes. Timing may have to be adjusted depending on the barbecue and the weather. Serve with Yogurt Mint Dip.

Makes 8 kebabs, or 4 servings.

### YOGURT MINT DIP

**½ cup plain yogurt**

**1 large garlic clove, minced**

**2 tbsp. fresh mint or**

**2 tsp. dried mint**

**½ tsp. salt**

Combine yogurt, garlic, mint and salt in a small bowl. Refrigerate and allow flavors to blend for about an hour before serving.

Makes ½ cup.





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(Selection varies by location)

## Spicy Black Bean Burger Tex-Mex Salad

### Ingredients

- 1 *Morningstar Farms®* Spicy Black Bean Veggie Burger
- 1 cup torn mixed spring greens or torn mixed greens
- 1 tablespoon sun-dried tomato vinaigrette salad dressing or spicy ranch salad dressing
- 3 grape tomatoes, halved
- 2 tablespoons shredded cheddar cheese with jalapeño peppers or monterey jack cheese with jalapeño peppers
- 1 tablespoon salsa
- 1 tablespoon guacamole
- 1 tablespoon fat free sour cream

### Directions

1. Cook burger according to package directions. Cut into bite-size pieces.
2. Meanwhile, in small bowl toss together greens and salad dressing. Arrange on serving plate. Top with tomatoes and cheese. Arrange burger on top. Spoon salsa, guacamole and sour cream on burger.





# It's a family affair

Laura Catena carries on vintner's legacy



Laura Catena and her father, Nicolas, have created world-class wines in Argentina.

ABOVE PHOTOS COURTESY OF BODEGA CATENA ZAPATA WINERY

By Annette Alvarez-Peters

HOW MANY people do you know who are truly exceptional? Someone who has it all together, is international in scope, wears many hats with an incredibly busy schedule and excels at every turn? My pick is Laura Catena, owner and president of Bodega Catena Zapata winery in Mendoza, Argentina.



MICHAEL FALCO

Catena has an impressive list of responsibilities that keeps her moving at an exhaustive pace. Besides heading up the leading high-end winery in Argentina, she oversees several boutique wineries under the Catena family ownership. Impressed yet? She is also known as Dr. Catena, a practicing physician and professor at the University of California San Francisco Medical Center (having earned degrees from Harvard and Stanford).

Catena is also a devoted wife and mother of three with a zest for life and a very down-to-earth demeanor. And just for fun, she's an accomplished tango dancer. A definitive wine-industry role model, Catena has added author to her long list of credentials, releasing her first book, *Vino Argentino* ([www.vinoargentino.com](http://www.vinoargentino.com)), this year.

Bodega Catena Zapata is one of Argentina's most prestigious wineries, consistently producing award-winning wines. It all began in 1902, when Catena's great-grandfather Nicola, an Italian immigrant, planted his first vineyard. The wines were typical of the time,

cheaply made in bulk for consistency rather than quality. It was Catena's father, Nicolas, who had a vision to change the quality of wine produced in Argentina.

In the early 1980s, Nicolas was a visiting professor of economics at the University of California, Berkeley, running the family wine business from California. He spent time in the Napa Valley and was impressed by the wines there, particularly from the Robert Mondavi Winery. On his return to Mendoza, Nicolas vowed to produce wines as remarkable as those from the Napa Valley and Bordeaux.

The Catena family began a quest for quality, conducting extensive research in the vineyards and experimenting with a number of vineyard management and winemaking methods. Through much hard work and trial and error, Nicolas helped transform the fifth-largest wine-producing country into a world-class contender for quality wines.

"At the start, no one knew if the wines would be good or bad," recalls Laura Catena. "We wanted to be respected at the high end, provide extraordinary quality and value."

I have vivid memories of the winery when I first visited in 2008. A modern Mayan-inspired building surrounded by manicured vineyards, it is one of the most beautiful bodegas in the area. The grapes are estate grown and the wines are made in a classic style.

The focus is on Malbec, Cabernet Sauvignon and Chardonnay wines: Catena Classic is a blend of single varietals from different vineyards, Catena Alta features great concentration and complexity, and Catena Zapata is their top-of-the-line, single-vineyard wines.

"Each wine project starts with passion and commitment," notes Catena. "We want to show individual personalities on every label produced. Personalities are made up of regional differences, vineyard plots and different winemaking styles."

Such diversity can be found in Luca, a small artisanal winery created in 1999. The goal was to work with old vines. Catena tapped small family growers with fewer than five acres each. She knew how special these old-vine vineyards were and worked with the families to create low-yield, high-quality fruit.

Catena feels some of the best wines are a result of thinking outside the box, while maintaining balance between innovation and tradition. She says her father always encouraged her to follow her dreams, and I can't wait for her next dream to come to fruition. I am sure it will be amazing, like everything else she does in life. Salud! ☺



Annette Alvarez-Peters oversees Costco's wine, beer and spirits program.

## Featured at Costco

You'll find these fine Catena family wines at select Costcos:

**Catena Alta Cabernet Sauvignon**  
Item #959333

**Catena Chardonnay**  
Item #795128

**Catena Malbec**  
Item #472719

**Nicolás Catena Zapata**  
Item #276552



TO FIND WHICH Costco warehouses carry wine, go to [Costco.com](http://Costco.com), click on "Costco Connection Magazine," then "Beer, Wine & Spirits Locator." You can also find notes on Kirkland Signature™ wines under "Kirkland Signature Wine Connection."

NW





# CORRECTS THE REAL REASON WE GAIN WEIGHT.

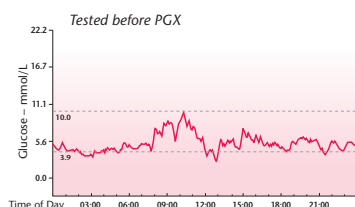
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PGX® addresses one of the core reasons behind weight gain and unhealthy appetite: blood sugar imbalance. Many overweight people suffer from blood sugar levels that rise and fall rapidly throughout the day. Falling blood sugar levels signal the brain that we need to eat.

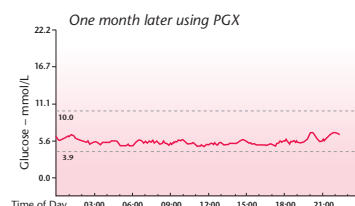
Unlike many diet products that try to suppress appetite, PGX corrects appetite by normalizing blood sugar levels.

*“I recommend to my patients that they use the safest and most natural treatments first. That’s why I’m so excited about PGX. It supports healthy blood sugar, controls weight and lowers cholesterol naturally.\*†”*

Hyla Cass, M.D.



**Figure 1:** Uncontrolled and erratic blood sugar levels over 24 hours of an overweight woman with a poor diet and no physical activity.



**Figure 2:** Controlled and balanced blood sugar levels of the same woman after consuming PGX for six weeks with an improved diet and experiencing a healthy weight loss of 2 pounds per week.



## PGX® the real solution

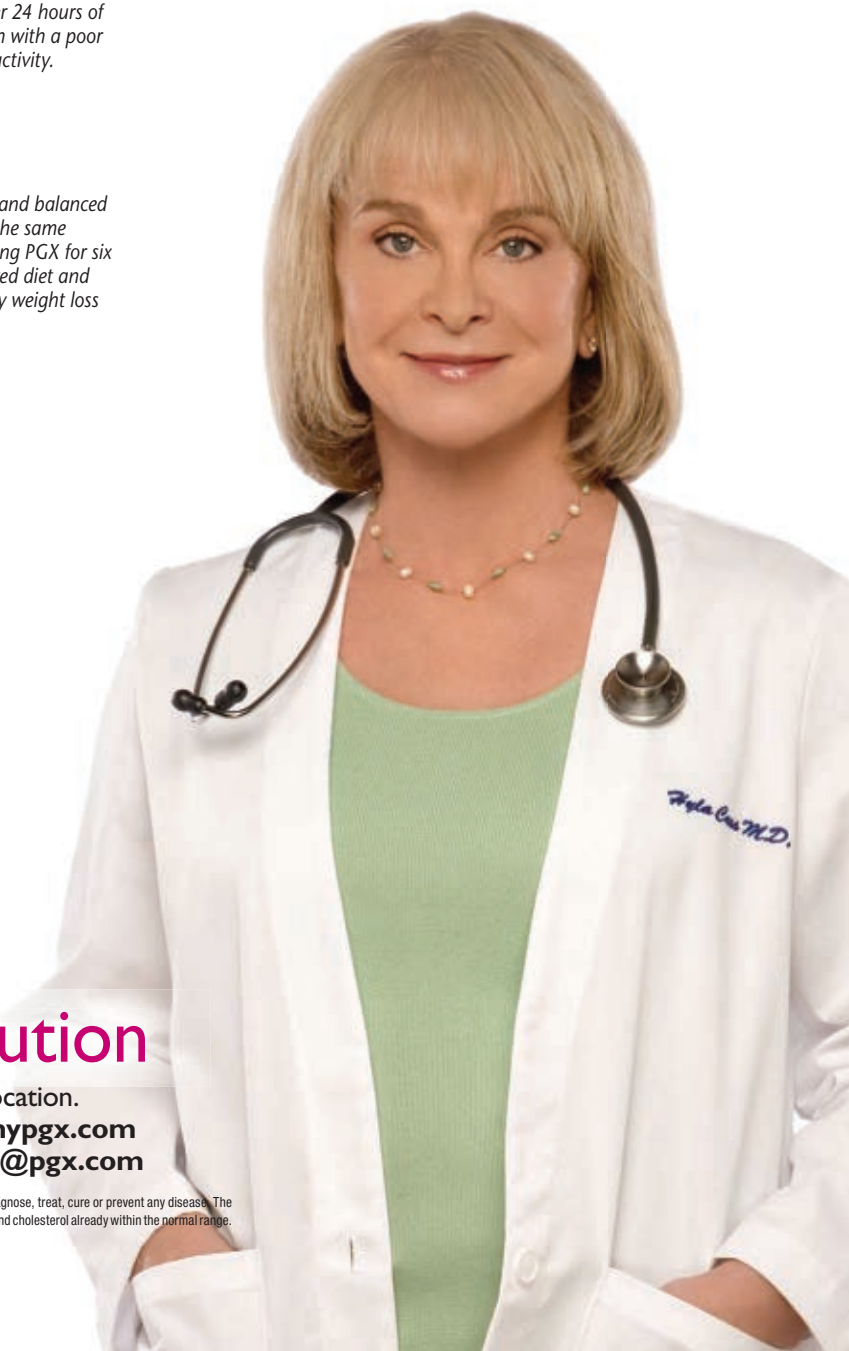
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\*Ratings from 2011 based on stain removal performance on prestained fabric swatches, without scrubbing.  
WAREHOUSE ONLY



A collection of tips to try

# Wipe out housework

By Janet McCart

## Wipes for disinfecting

### Are handy around the house

- Use wipes to tackle bathroom counter-tops, toilets, sinks and floors.
- Before putting clean laundry in a basket that just carried dirty clothes, use a wipe to freshen the basket.



CHRIS A RUSNAK

- In the kitchen, sponges and dishcloths can be magnets for bacteria. For those grime-grabbing spots such as the back of the sink, the faucet, the microwave and the stove, use wipes to pick up the worst of the mess.
- To clean oily kitchen dust from kitchen cabinet tops, use wipes and spray surface cleaner.

- Wipes are wonderful to clean children's hands after a meal.
- Keep heater and air-conditioner surfaces clean with wipes.
- Wipes trap animal hair and fur, so it can be picked up more easily.

### And outside the house too

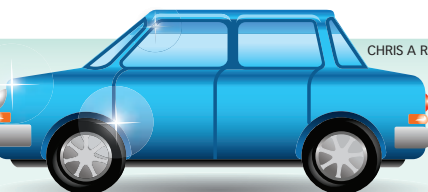
- Wipes work great on the grill, and they trap grease and spills of all sorts.
- Need a napkin for messy foods like ribs? Wipes work the best.
- Before and after eating in a vehicle, use wipes to cleanse hands.
- To quickly freshen the surfaces of a vehicle, use a wipe to trap dust, smears, animal fur and minor spills.
- Wipes are great in the office, where people often eat at their desks and need something to trap spills and clean greasy fingertips.
- Use wipes to dust surfaces such as the phone, keyboard and desktop.
- In an airplane, bus, train or car, wipes are useful to clean hands and surfaces such as tray tables and armrests.
- In hotel rooms, use wipes to clean up spills and to freshen surfaces such as the sink, toilet, floor and doorknobs.

Janet McCart is from Alaska, and is a writer, an artist and a collector of good ideas.

## The wonders of baking soda

BAKING SODA is so handy, versatile and inexpensive that it easily substitutes for any number of household products. It can be used:

- As a **refrigerator deodorizer**. Simply keep a half-open box in the back.
- As a **fabric stain remover**, particularly in treating perspiration stains. Moisten and brush a little right into the stain before putting the garment in the wash.
- As a paste, made by mixing with water, to take the bite out of **bee stings, bug bites and burns**.
- As a **toothpaste and gum freshener**. Make a light paste with a small amount of hydrogen peroxide, and gently brush all areas of your gums. Your mouth will be cleaner than ever.
- To **clean carpeting** beset with wine or grease stains. Put a little on a damp



CHRIS A RUSNAK

cloth, then blot the stain. Be careful not to rub too hard.

- To snuff out **grease and electrical fires**. Quickly sprinkle it on the flames.
- To **clean enamelware**. If food sticks to the bottom of a pan, add 3 tablespoons of baking soda to enough boiling water to cover the bottom of the pan. Let it soak for an hour.
- To **keep your car spiffy**. Make a light paste with water. Using a rag, apply the paste to bug stains and bird droppings. Let it set for about five minutes, then wipe clean. Also use it on bumpers, hubcaps and chrome trim.

Reprinted with permission from *Simpler Living*, by Jeff Davidson (Skyhorse Publishing, 2010).

## Paper plates for crafters

- Paper plates are a great place to rest messy paintbrushes, pens, paint rags, paint containers and lids, glue containers, sponges and inked stamps while using them. Keep tools in easy reach, and when done carry the messy plates to the trash or to a sink where tools can be cleaned. After washing crafting tools, let them dry on a paper plate.
- A paper plate with a slick surface works well as a paint palette. Squeeze the colors you want onto the plate and mix, match, paint or dabble. Protect and save the table, wall, pants and shirt, dish towel or the phone book.
- Use sectioned paper plates to sort or prepare beads, findings, bobbles, buttons, pins, tabs, screws, nails, tacks, puzzle pieces, seeds, marbles, stamps or coins.
- When stamping, choose your rubber stamp, ink it and then test the color and clarity of stamp imprints on the paper plate. For youngsters' craft projects, a paper plate can be stamped and decorated.—JM

## The Costco Connection

Look for disinfecting wipes, paper plates and other handy items in the sundries aisles at your local Costco. Baking soda is also available at Costco.

## Buyer's tip

WHEN ADDING Kirkland Signature™ Ultra Laundry Detergent HD to high-efficiency (HE) washing machines (usually front-loaders) and also regular top-loaders, fill only to line 4 for medium loads. Add a bit more for heavily soiled or large loads. Too much of any detergent may not rinse out completely, since HE machines use much less water than top-loaders.

—Deb Belcourt, sundries buyer



Line 4



SOME DETERGENTS  
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YOUR CLOTHES.

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Long live your wardrobe.



# Grab a bag and clean up this summer.



## Secret #88:

Use it to balance pH levels in the pool and get crystal-clear water.



## Secret #94:

Clean patio and lawn furniture without harsh chemicals.



## Secret #90:

Use it to loosen burned-on foods for a sparkling clean grill.



## Secret #42:

Add it to the wash for right-off-the-line fresh laundry.

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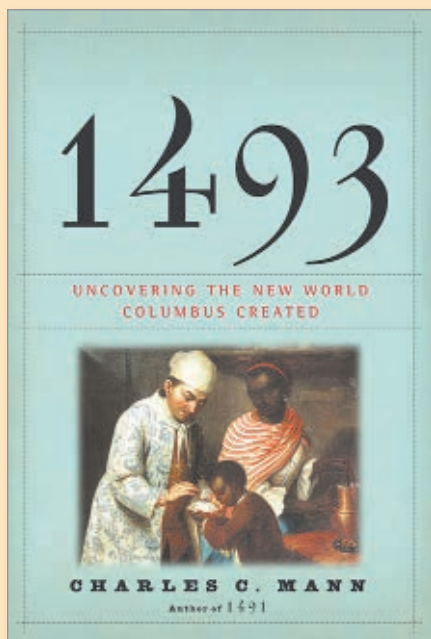
- ☒ Allergies
- ☒ Nasal Congestion

Use only as directed.

May not be available in all locations.  
**WAREHOUSE ONLY**



# Captivating, enlightening books

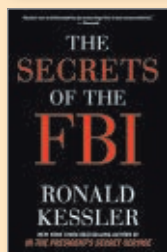
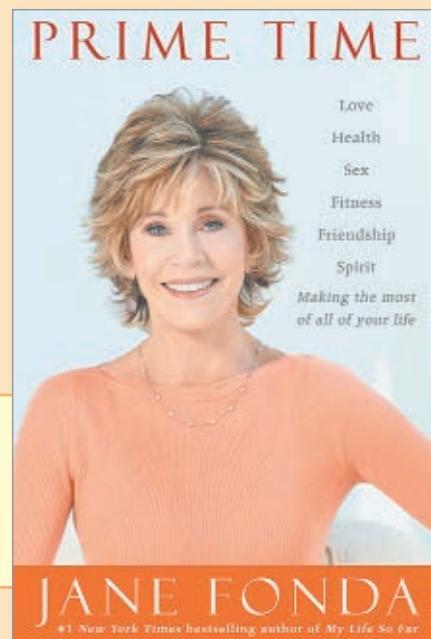


From Charles C. Mann, author of the bestselling *1491*, comes a telling of the most significant biological event since the death of the dinosaurs—the Columbian Exchange. The book explains how mingling people and goods from across the globe created a new world in **1493** (Knopf).

Hardcover on sale August 9

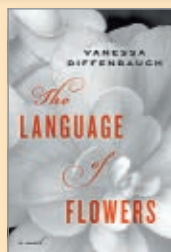
In her new book, **Prime Time** (Random House), the ever-inspirational Jane Fonda offers her blueprint for living a more insightful, healthy, vital life—at any age.

Hardcover on sale August 9



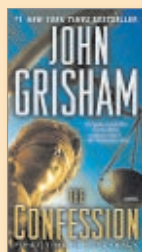
Hardcover  
on sale August 2

Available in select  
warehouse locations



Hardcover  
on sale August 23

Available in select  
warehouse locations



Paperback  
available now



Paperback  
on sale August 9



Paperback  
available now



Paperback  
on sale July 26

Ronald Kessler reveals the FBI's most closely guarded secrets about the most important figures and events of our time in **The Secrets of the FBI** (Crown). A woman's gift for flowers helps her change the lives of others as she overcomes her troubled past in the magical debut novel, **The Language of Flowers** (Ballantine). An innocent man is about to be executed and only a guilty man has the power to save him in John Grisham's **The Confession** (Dell).

Witness the drama as a woman prepares for her destiny in the powerful novel **Becoming Marie Antoinette** (Ballantine). Three Americans are changed forever after an unforgettable, single day in Paris: Ellen Sussman's **French Lessons** (Ballantine) is bursting with joie de vivre. American Julie Jacobs travels to Siena and what she uncovers is truly Shakespearian in **Juliet** (Random House).

## SUMMER HEATS UP WITH SIZZLING READS FROM SIMON & SCHUSTER

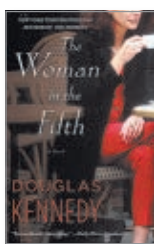
Soon to be a major motion picture with Ethan Hawke and Kristin Scott Thomas. American college professor Harry Ricks is down on his luck and hoping to find a new start in Paris. But it becomes clear he's entered a nightmare from which there is no escape, in **The Woman in the Fifth** (Atria).



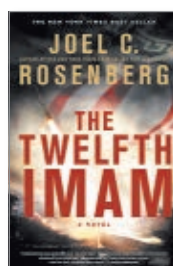
Hardcover  
available now

Scot Havarth returns in Brad Thor's 10th installment, **Full Black** (Atria), his most gripping, realistic spy and political thriller yet.

Jaycee Dugard was 11 years old when she was abducted. In her touching memoir, **A Stolen Life** (Simon & Schuster), she speaks out about the 18-year ordeal of her kidnapping and the subsequent years of captivity.



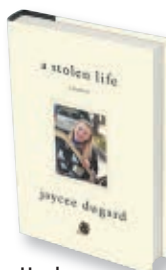
Paperback available  
early August



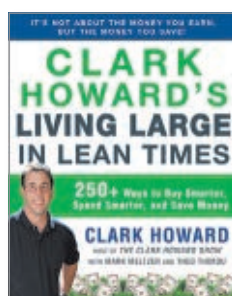
Paperback available early August

## THE CLOCK IS TICKING TOWARD THE END OF DAYS

CIA operative David Shirazi is dispatched to Tehran with one objective: Put an end to Iran's nuclear weapons program using any means necessary. But when an Islamic messiah suddenly surfaces, everything changes and the Middle East prepares for a war of apocalyptic proportions in the new political thriller, **The Twelfth Imam** (Tyndale).



Hardcover  
available now



## DON'T JUST GET BY. THRIVE.

Media powerhouse and well-known penny-pincher Clark Howard presents his ultimate guide to saving money. In **Clark Howard's Living Large in Lean Times** (Avery), he offers more than 250 manageable steps everyone can follow in order to do well in these financially uncertain times.

Paperback on sale August 2



# Tom Selleck creates another icon

The star of *Magnum, P.I.* in control as Jesse Stone



(Left) Tom Selleck as Jesse Stone with Kathy Baker as Rose Gammon. (Above) Selleck with Baker and Stephen McHattie as Commander Healy.

the shooting of *Jesse Stone: Innocents Lost*, the seventh in the series, when the film's director became ill. While many stars may get an executive producer credit, Tom Selleck takes his position seriously.

"I've always tried to make movies that happen to appear on television look like feature films," he tells *The Connection*. "So when CBS asked me [to do a TV movie for the network], I said, 'With all due respect, your movies all look like TV movies. No offense. If you want me to do something, I want it to look like a feature film.' And that's pretty much what we've tried very hard to do. The characters are very compelling and the photography is absolutely first-rate. They look like feature films."

CBS was eager to bring Selleck back into the fold, giving him full creative control. "And there were times, I think, they regretted that," he laughs.

## Finding a character

Selleck had read the Parker novels and was attracted to the Stone character.

"A lot of books that I've adapted, they're great books but the dialogue in the books doesn't really work in movies. So you have to really rework it," Selleck says. "In Bob's, his dialogue—much like Elmore Leonard's—lifts right out of the book onto the screen. And I said, 'I've got to play this guy.' Mostly because he's flawed. And that's what I looked for in Magnum. That's what I look for always as an actor, because I know the audience will not

CONTINUED ON PAGE 62

By Steve Fisher

THERE IS SOMETHING about Tom Selleck that is innately likable. The actor, who is indelibly etched into the collective consciousness as Thomas Magnum from the 1980s TV series *Magnum, P.I.*, has used that aspect of his persona in making his portrayal of novelist Robert B. Parker's Jesse Stone character successful. While his performance imbues Stone with the soulful honesty of a man who drinks too much, thinks too much and carries the weight of the world on his shoulders, there's also a twinkle in his eye to make it palatable.

"If you don't do that, I just don't think he's that watchable," Selleck says in a phone interview from his hotel room in Halifax, Nova Scotia, where he is filming the eighth Jesse Stone movie for CBS. "It may be truthful—his emotions—but the drama of it is there is a twinkle. He realizes the irony in every situation he's in, and in many ways he shares it with the audience."

Selleck, beyond playing the titular character, also acts as executive producer and writer, and he even had to direct a day during

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CONTINUED FROM PAGE 61

relate as much to a perfect person as they will one that they can identify with. I just thought with [Jesse Stone's] baggage and his willingness to fight against that baggage and everything and be a good cop, I just thought he's a guy you root for.

"Jesse never loses ... I wouldn't call it his sense of humor—Robert Parker always called it Jesse's sense of irony... and there is a lot of humor in these movies. Otherwise you're just simply playing a dark, brooding guy who's feeling sorry for himself, and Jesse does not feel sorry for himself. He may think a lot and spend too much time alone, and he has some issues, but the reason you root for him is he isn't prone to self-pity. He's prone to fight against it."

### In good company

Although Selleck is not averse to taking credit for his accomplishments with the films, he is quick to acknowledge that the quality of the films is a testament to the work of everyone involved, especially the cast.

"Jesse is a very reactive character. He doesn't say much," Selleck explains. "So you need very strong actors or the scenes won't play. We are very fortunate that there's a scarcity of character-driven movies and a chance for actors to really do good work. The kind of work they love to do. Because we can't afford this cast."

Selleck surrounds himself with quality character actors, such as Stephen McHattie, Kathy Baker, William Devane, William Sadler and Saul Rubinek, among others.

"We write scripts with them in mind," Selleck says. "If somebody's good in our show, and Jesse doesn't kill 'em, you'll probably see them again."

When it comes to the DVDs, Selleck is every bit the executive producer as salesman. "We don't just reproduce the television show on the DVDs. They're really more of a director's cut," he explains. "We get rid of all the cuts to black for commercial breaks and tell the story all the way through. And it's made in the wide-screen format that's so good for high-def. So the audience is really getting something different. We think they're well-told stories and they move very fast for audiences." [E]

### The Costco Connection

Jesse Stone: *Innocents Lost*, as well as other films in the series, is available in all Costco warehouses. DVD/Blu-ray movie releases for August also include: *Rio*, *Mars Needs Moms*, *Arthur*, *Soul Surfer*, *Prom*, *Tyler Perry Madea's Big Happy Family* and a limited-edition Blu-ray release of the 1998 cult classic *The Big Lebowski* (see "What's New" on page 85).



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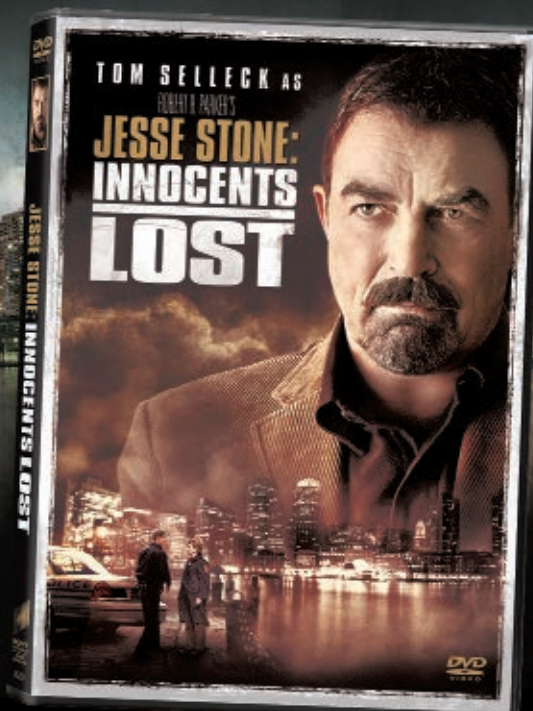
# Stone is Back, and This Time, It's Personal.

The Newest Installment of the Jesse Stone Franchise.

**On DVD August 2<sup>ND</sup>**



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[www.spheconnect.com](http://www.spheconnect.com)

[www.SonyPictures.com](http://www.SonyPictures.com)

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# Kids' pick!

Melissa McMeekin,  
assistant buyer, books

# Kids!

books & more

I remember first seeing BOB Books in a first-grade classroom when I was a young teacher's aid. I couldn't believe how much the students loved them and how easy they were to use. We've made them into an oversized pack, perfect for home use.

BOB Books are specifically designed to help budding readers turn letters into words and words into stories. Young learners will grasp all of the fun, drama and surprise that the world of reading has to offer. Using consistency, repetition and stories that especially fit short attention spans, children will be reading with confidence in no time. Each box set features more than 17 books, a parent guide and a special learning surprise.

Available early August

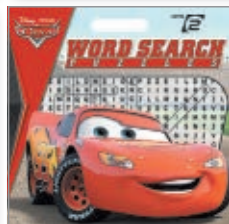


## PUZZLES, STICKERS AND GAMES. OH MY!

Introduce your child to a world of creativity through these Disney-themed activity books. Whether at home or on the go, each page will stimulate and inspire your child's imagination, while providing hours of exploration and fun.



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These oversized floor pads are filled with pages of beginner-level word search puzzles. Featuring large print for early readers and an easy-to-grip handle for hours of on-the-go fun!

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## EXPLORE LIKE NEVER BEFORE

Bring history to life with *Sounds of the Past* books (Silver Dolphin). Lifelike sound effects and colorful 3-D pop-up display scenery will transport kids to other worlds. Detailed text explains each scene so learning is a real adventure! Head out on a high seas quest and take on Blackbeard and his crew in **Sounds of the Past: Pirates**.

Discover the medieval tradition of the jousting tournament in **Sounds of the Past: Knights**, and more!

Hardcovers  
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## STRETCH YOUR IMAGINATION

Beloved children's book illustrator Taro Gomi invites kids of all ages to color, imagine and create with giant activity books that are much more than just coloring! Inspiring prompts invite artists to finish and flourish Gomi's charming doodles. Find playful drawings and funny scenarios in **Scribbles**. Spur on the creativity with **Squiggles**, and encourage your inner artist with **Doodles**—all from Chronicle.



Paperbacks  
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late August

## BIG-TIME LEARNING FUN

Oversized floor pads from Kidsbooks are filled with humongous, colorful pages of fun. Dive below the surface to discover fun facts and new information about the ocean. Take a trip back in time to learn about all types of prehistoric creatures, and so much more. Early learners will love the large, easy-to-read print and the easy-to-grip handles. Four posters and 25 trading cards are also included!



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Available early August

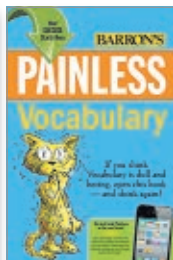
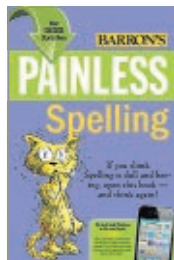
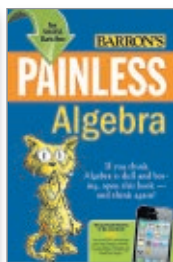
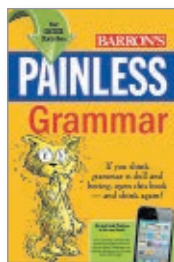


SpiceBox



## THE PAINLESS SOLUTION TO LEARNING

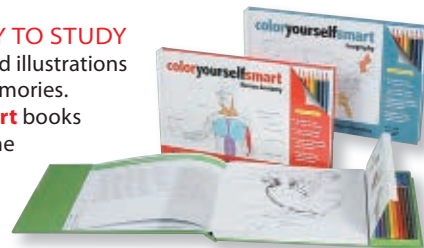
The pain of tackling a difficult topic vanishes when a little fun is thrown into the mix. Barron's extensive **Painless Series** cover a range of subjects that are taught in middle and high school with the goal of clearing up confusion and perking up interest by emphasizing the exciting ways in which each subject can be put to practical use. Entertaining learning exercises include puzzles, games and challenging "Brain Ticker" problems. Each book includes a FREE app with quizzes and games to reinforce the learning experience. Learning can be fun and painless.



Paperbacks available early August

## A FUN AND EASY WAY TO STUDY

Experts agree—colors and illustrations help us form stronger memories. With **Color Yourself Smart** books from Thunder Bay all of the information is literally at your fingertips. Color in the pictures and gain a deeper understanding of complex topics. Each book comes with Faber-Castell colored pencils, a sharpener and an eraser.



Hardcovers available early August

## BRING A TASTE OF SPAIN TO YOUR KITCHEN

The popularity of Spanish food continues to grow and now the zesty flavors are available for the home cook. **The Book of Tapas** (Phaidon) presents a complete guide to eating the appetizing little side dishes that have become a Spanish way of life. Also, get everything you need to know to prepare Spain's best-loved dish in **Paella** (Phaidon), and look for **1080 Recipes**.



Hardcovers available mid-August in select locations

## IT'S NEVER TOO EARLY TO START BUILDING YOUR OWN LIBRARY

A colorful collection of books introduces toddlers to skills and concepts such as counting, color and shape recognition, and even sharing and friendship. Durable board books are perfect for little hands and the 12-book set fits inside a brightly illustrated carrying case. Hang with the furry friends on Sesame Street or let Mickey and the gang entertain for awhile and much more.



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With **3 Book Play-a-Sound Sets**, stories come to life through adorable sound effects and children's much-loved melodies. Just press the buttons to hear unique sounds and songs that correspond with each story. Choose from adventures with Thomas & Friends, the gang from Sesame Street and everyone's favorite—Dora!



Hardcovers available mid-August

# Books for Beginning Readers

The incredible *Step into Reading* series and *The National Geographic Kids* series from Random House are designed to give every child a successful reading experience as letters become words, words become sentences and beyond. *Step into Reading's* helpful, numbered guides allow children to progress through each level at their own speed—developing confidence and pride along the way. They'll go from *Ready to Read* to *Reading with Help*, to *Reading On*

*Your Own*, then *Reading Paragraphs* and finally, *Ready for Chapters*. Popular characters and fascinating stories add to the fun. Barbie™ helps save her aunt's fashion company in **Barbie™: A Fashion Fairytale**. Get to know the fish that has ruled the deep since the dinosaurs walked the earth in **National Geographic Kids: Sharks!**. Catch up with Lightning McQueen—if you can—with **Old, New, Red, Blue!**. And more!



© Disney/Pixar

6-book packs available mid-August



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# Thereby hangs a tale

## *The Hangman's Daughter* finds humanity behind the noose

By Stephanie E. Ponder

GERMAN AUTHOR Oliver Pötzsch grew up knowing that his ancestry includes 14 generations of hangmen, with the family name Kuisl (pronounced Kwee-zel). In fact, his maternal grandmother has a habit of sizing up family members to determine who is a Kuisl—based on strong dark eyebrows, arched noses and athletic bodies.

In a nod to his ancestors, Pötzsch gave those same physical traits to the hangman and his family who are at the heart of this month's book buyer's pick, *The Hangman's Daughter*.

Originally published in German in 2008, the novel, which takes place over a week in Schongau, Germany, in 1659, begins with a barely alive child being pulled from a river. Seeing a strange mark on the boy's back, the townspeople determine that the local midwife—with all of her herbal remedies—is a witch and must confess. As more children are found dead or go missing, Jakob Kuisl, the town's hangman, is forced to extract a confession from the midwife. With the aid of his daughter, Magdalena, and the town physician's son, Simon Fronweiser, Jakob is in a race against the clock to find out what really happened.

In writing the novel, Pötzsch focused on a particular question: "What is a hangman doing if he has to torture a person, if he knows that person isn't the murderer?" he explains. "This is his personal motivation; he's not Sherlock Holmes."

To answer that question, Pötzsch turned to what he'd learned through extensive research. For example, hangmen weren't allowed in church. And if one

wanted to go to the pub, everyone there had to agree. Once he was inside, he had to sit at an assigned seat. Because of that limited interaction with others, Jakob needed someone who had access to people and common settings. So Pötzsch gave Jakob a friend and ally in Simon.



Oliver Pötzsch

DOMINIK PARZINGER

Perhaps the most interesting aspect of Pötzsch's research revealed that hangmen also often served the role of healer. It's a contradiction best described by Jakob when he says to a group of town officials, "First I'm supposed to hurt her, then heal her again, and in the end burn her. You're completely crazy, you lot."

Pötzsch, who worked as a journalist in radio and television for more than a decade, always knew he wanted to write a book.

"It was always in my mind—the desire to become a writer," he tells *The Connection* from his home in southern Munich. "I thought this will be the book, this or nothing."

While the story began as an idea for a journalistic piece, the project grew when he spoke with a literary agent who was not only interested in the story as a novel, but also asked about a sequel. (He's currently working on book five.)

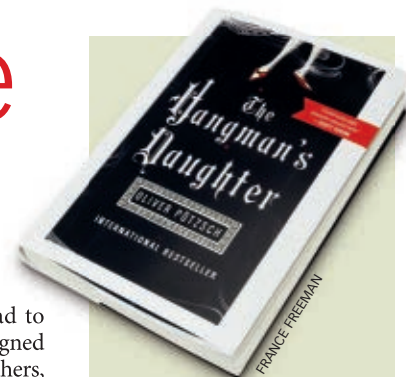
Even though Pötzsch says he compiled a lot of information, it was important that he let the fictional characters and plot do the work. "Readers notice that it's well researched, even if just a little bit of the information is used," he says. "Readers don't want you to be the teacher. It's a novel, not a textbook."

For his research, Pötzsch turned to various sources, including a collection of books owned by one of his cousins, Fritz Kuisl. At the time, Fritz served as the family's expert on their ancestors.

Not only did Pötzsch, a father of two school-age children, find invaluable information about hangmen, he also gained an appreciation of genealogy. Among his cousin's books and photos, Pötzsch found index cards on which his and his then-infant son's names were written.

At that moment, the value of knowing one's past became clear to Pötzsch. As he writes in the afterword, "Genealogy gives us a feeling of immortality. The individual dies; the family lives on."

After the journey to discover his roots, one question remains. Is he, by his grandmother's terms, a Kuisl? Although Pötzsch doesn't have the prominent physical attributes, he admits, "After the books, my *Omi* says I am now." ☐



I LOVE EVERYTHING about this month's book buyer's pick, Oliver Pötzsch's novel *The Hangman's Daughter*. The cover is intriguing; the title captured my interest before I ever thumbed through the book. And then there's the story itself: The town hangman, Jakob Kuisl, is determined to prove the innocence of a midwife accused of murdering several children.

Kuisl is easily my favorite character. He's strong and determined—necessary traits in his line of work, I imagine—yet he's also a loving father and husband. And he proves himself to be an honorable friend and fair mentor.

Reading this novel felt very much like watching a film. Each scene unfolds fluidly and vividly as Kuisl, his oldest daughter, Magdalena, and a family friend race against the clock—or the hangman's noose—to solve the mystery.



Pennie Clark Ianniciello,  
Costco book buyer

### Signed book giveaway

COSTCO HAS 50 COPIES of Oliver Pötzsch's *The Hangman's Daughter* with signed bookplates to give away. For a chance to win, send an email with your name and mailing address to [giveaway@costco.com](mailto:giveaway@costco.com), with "Oliver Pötzsch" in the subject line. Or print your name, address and daytime phone number on a postcard or letter and send it to: Oliver Pötzsch, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.

Purchase will not improve odds of winning. Sweepstakes is sponsored by Houghton Mifflin Harcourt, 215 Park Ave. S., New York, NY 10003. Open to legal residents of the U.S. (except Puerto Rico) who are age 18 or older at the time of entry. One entry per household. Entries must be received by September 1, 2011. Winners will be randomly selected and notified by mail on or before October 1, 2011. The value of the prize is \$18. Void where prohibited. Winners are responsible for all applicable federal, state and local taxes. Odds of winning depend on the number of eligible entries received. Employees of Costco or Houghton Mifflin Harcourt and their families are not eligible.



# August Book buyers' picks

## Fiction

**Full Black**, by Brad Thor. If you enjoy political thrillers as much as I do, do yourself a favor and spend some time with this book. Thor's service in the Department of Homeland Security and willingness to shadow black-ops groups in Afghanistan lend to the authenticity of this gripping thriller about a counterterrorism agent who must evade capture by his own government. Agent Scot Harvath must work in the shadows to uncover a plot that threatens the safety and foundations of America. Thor's novels keep getting grittier, and this installment of the Harvath series forces readers to examine the meaning of patriotism and the lengths we will go to to defend our freedoms.

—Jeffrey Purtell  
inventory control specialist, books

## Nonfiction

**Hugo Complete language courses**, from DK Publishing. Have you forgotten most of what you learned in high school French? Have you dreamed of strolling the streets of Rome

casually making small talk with the locals in Italian? Whatever your language goals, these CD sets, available for French, Italian and Spanish, are designed to help teach speaking and writing skills. Each set includes six discs and two books. What more can I say but *¡que bueno!*

—Jonna Erickson, assistant buyer, books

## Juvenile

**Sounds of the Wild** assortment, by Maurice Pledger. Sometimes when you are reading to your kids you are tired and need the book to help out a little; these books do just that. Titles in the series include *Ocean*, *Nighttime*, *Bugs* and *Dinosaurs*. Pop-up pages as well as sounds help bring each scene to life. For older readers, pages with detailed information introduce each of the creatures shown and their environment. I'm a father of four,

and trust me: These are pretty cool books.

—Joshua Lilly, inventory control specialist, books

## Oversize Board Books from Happy Books.

Shaped like your child's favorite insect or amphibian, these colorful board books are fun and educational. *Butterfly*, *Ladybug*, *Frog* or *Turtle* will entice even the most reluctant of readers. The story inside each can be read by early readers and is direct enough for preschoolers to understand. These books are beautiful when closed and make a wonderful gift.

—Melissa McMeekin, assistant buyer, books



## New releases

### street dates

#### August 2

##### **Cold Vengeance**

by Lincoln Child and  
Douglas Preston

##### **The Secrets of the FBI**

by Ronald Kessler

#### August 9

##### **1943**

by Charles C. Mann

##### **The Ideal Man**

by Julie Garwood

##### **Victory and Honor**

by W.E.B. Griffin

#### August 23

##### **Flash and Bones**

by Kathy Reichs

#### August 29

##### **Kill Me If You Can**

by James Patterson

#### August 30

##### **In My Time**

by Dick Cheney

##### **In the Company of Others**

by Jan Karon

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we said that you probably should have started taking calcium at age 14?



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Calcium requirements are higher in our teen years due to the rapid growth of our skeleton, and many of us start falling below the desirable intakes — even as young children.

And as we age, absorption efficiency declines, which is one of the reasons we need to consume high amounts of calcium as we get older. Both of our Kirkland Signature calcium products are scientifically formulated with the same active ingredients as the national brands, but you pay much less. So if you aren't taking a calcium supplement regularly, maybe it's time to start.

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Service provided by Etransmedia Technology, Inc. an Allscripts Premier Plus Partner

\* Physicians are eligible for up to \$44,000 in Federal Stimulus incentives. Eligibility requirements apply. See [www.etransmedia.com/costco-ehr](http://www.etransmedia.com/costco-ehr) for details.

\*\* Costco Executive Member price. Costco non-Executive Member price is \$599/month. Prices reflect the monthly fee for a fixed-term lease of 60 months. Subject to third party credit approval. Offer is subject to terms and licenses in purchase and lease documentation.

† ASP hosted solution. Hardware not included. No server hardware required.

11EX1104 6/11



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Costco members receive **up to 35% off** every rental with **AWD A108379**. Plus, enjoy these additional savings when you book now for rentals between 8/15/11–12/15/11:

- **\$35 off a weekly rental** with coupon **MUWA084\***
- **\$40 off a weekly rental** with coupon **MUWA085\***



And take advantage of these special benefits:

- **where2® GPS** at the Costco member-only rate of **\$2.99 per day (plus tax)\*\***
- **100% smoke-free fleet**
- **Additional driver fee waived\*\***

where2 is an optional service and is subject to availability at select U.S. locations for an additional fee.

\*See applicable car groups in Terms and Conditions.

\*\*where2 GPS Costco member-only rate of \$2.99 per day and the waiver of additional driver fee are valid at participating locations in the U.S. only.

**Terms and Conditions:** The savings of up to 35% and discounted where2 GPS rental applies to leisure weekly rates and is applicable only to the time and mileage charges of the rental. \$35 off coupon valid on a Compact (group B) vehicle through Intermediate SUV (group F). \$40 off coupon valid on a Premium (group G) and above vehicle, excluding Specialty vehicles (group X). Dollars off applies to the time and mileage charges only on a minimum five-day weekly rental period. For reservations made on Costco.com, dollars off will be applied at time of rental. Taxes, concession recovery fees, vehicle license recovery fee, customer facility charges (\$10/contract in CA) may apply and are extra. Optional products such as LDW (\$29.99/day or less) and refueling are extra. One coupon per rental. Mention **AWD A108379** for up to 35% off plus discounted GPS rental. Mention **Coupon MUWA084** for \$35 off weekly rental or **Coupon MUWA085** for \$40 off weekly rental. Offer is available for U.S. residents only for rentals at participating locations in the U.S. and Canada. Offer may not be used in conjunction with any other AWD number, promotion or offer (including Costco Travel vacations packages). Renter must show proof of Costco membership at the time of rental. Offer subject to vehicle and GPS availability at time of reservation and may not be available on some rates at some times, including some online rates at Costco.com. Holiday and other blackout periods may apply. Waiver of additional driver fee is valid at participating locations in the U.S. only. Renter and additional driver (if applicable) must meet Avis age, driver and credit requirements. Minimum age may vary by location. An additional daily surcharge may apply for renters under 25 years old. Rental must begin between 8/15/11 and 12/15/11.

Avis features GM vehicles.

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20329

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Up to 20% off, plus a **FREE weekend day**.



Costco members **save up to 20%** on every rental with **BCD W852802**. And you'll receive a **FREE weekend day** by using **coupon TUGZ008!**

Enjoy other Costco member benefits from Budget, including:

- **where2® GPS** at the Costco member-only rate of **\$8.99 per day\***
- **Additional driver fee waived\***
- **100% smoke-free fleet**

where2 is an optional service and is subject to availability at select U.S. locations for an additional fee.

\*where2 GPS Costco member-only rate of \$8.99 per day and the waiver of additional driver fee are valid at participating locations in the U.S. only.

**Terms and Conditions:** Offer of one weekend day free applies to the time and mileage charges only for the third consecutive day of a minimum three-day weekend rental on a compact (group B) through full-size, four-door (group E) car, premium (group G) car, intermediate SUV (group F), and standard SUV (group W). A Saturday night keep is required. Weekend rental period begins Thursday noon; car must be returned by Monday 11:59 pm or a higher rate will apply. Taxes, concession recovery fees, vehicle license recovery fee, customer facility charges (\$10/contract in CA) may apply and are extra. Optional products such as LDW (\$29.99/day or less) and refueling are extra. Coupon cannot be used for one-way rentals and is non-transferable; one coupon per rental. Offer may not be used in conjunction with any other coupon, promotion or offer except your Costco member discount. Renter must show proof of Costco membership at time of rental. Offer is available for U.S. residents only for rentals at participating Budget locations in the contiguous U.S. (excluding the New York Metro area) and Canada. An advance reservation is required. Offer may not be available during holiday and other blackout periods. Offer subject to vehicle availability at the time of reservation and may not be available on some rates at some times. For reservations made on Costco.com, free day will be applied at time of rental. Renter and additional driver (if applicable) must meet Budget age, driver and credit requirements. Minimum age may vary by location. An additional daily surcharge may apply for renters under 25 years old. Rental must begin by 12/31/11.

Budget features Ford and Lincoln vehicles.

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Click on Travel at Costco.com or call 1-877-849-2730.



## Get your motor running

LAST JANUARY Terry Rammell was delighted to get an email that announced the opportunity to purchase Kawasaki powersport products through Costco.

The longtime Costco member and Big Bear City, California, resident had been searching for a good deal on the Kawasaki Vulcan Voyager—a large cruiser perfect for his needs.

Here's what Rammell told *The Connection* about his experience:

*I had been looking for two years. I kept waiting because many of the dealers wouldn't negotiate very much. I saw the email from Costco and made an appointment to go to Mission Motorsports in Irvine.*

*We sat at a table and the salesman said, 'Here's the retail price of the bike, and here's the shipping/handling and setup fees.' Then he opened up his Costco book, and said, 'Here is the Costco [member] price.' I was shocked. Shocked.*

*He took a little over \$2,000 off the sticker price, and then [cut] the big fees; shipping/handling and setup would have been almost \$2,000, but there were no fees at all with [the CAP deal]. My initial savings was over \$4,000.*

*Then I bought some extras because they offered 20 percent off parts and accessories. I saved another \$400.*

*And then, on top of that, four or five weeks later I got a Costco Cash card in the mail for \$250—also part of the [CAP] deal.*

*There was just no hassle at all. It's a beautiful dealership, with a great service department.*

Rammell does know a bit about bikes. The retired law enforcement officer rode "motors" for traffic enforcement in the '70s, having trained at the California Highway Patrol Academy.—DW

**Costco member  
Terry Rammell**



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# Good times roll on and on

## Kawasaki powersport products join CAP family

**By David Wight**

HERE'S SOME FUN NEWS for Costco members nationwide: They can now buy Kawasaki powersport products through the Costco Auto Program (CAP) and participating Kawasaki dealers, with big savings and special pricing just for Costco members.

Costco and Kawasaki are a good fit. Kawasaki is currently the number-two seller of motorcycles in the U.S. (behind Harley-Davidson), and the number-one seller of powersport products—including motorcycles, ATVs and personal watercraft—in the U.S.

CAP has been putting Costco members in new cars for more than 20 years—a million cars in just the past five years—always with the emphasis on low, prearranged prices and a no-hassle sales experience. Sea Ray and Boston Whaler boats expanded the product range of CAP in recent years, and the addition of Kawasaki adds even greater depth.

"Kawasaki has done a great job developing their product line, focusing on quality and design to quietly climb to number one among the Japanese motorcycle manufacturers," says John Gleason, services manager of the Costco Auto Program.

"Costco's challenge for creating a compelling offer on powersport products was matching high quality with high value. Kawasaki recognized that need and stepped up with an exclusive value-packed offer that made them our first choice."

### What's the deal?

Highlights of the program:

- Low, prearranged pricing on all latest-model-year Kawasaki models, including preorders of Kawasaki motorcycles or powersport products
- A \$250 Costco Cash card from CAP after purchase upon completion of a satisfaction survey
- 20 percent off Kawasaki parts, accessories and clothing at participating dealers at time of purchase

The Kawasaki sales model works much the same as the car and boat programs through CAP: Costco members contact CAP to locate the participating Kawasaki dealer near them, then contact the dealership and determine which Kawasaki product they want to purchase. [E]

### The Costco Connection

For complete details, visit [Costco.com](http://Costco.com) and search "Power1," or call 1-877-560-2580.

Promotional details are subject to change without notice. Costco and its affiliates do not sell motorcycles and powersport products or negotiate individual transactions. Promotion cannot be combined with any other offer. Members must purchase through a participating dealership and be a current Costco member to be eligible for the promotion. Subject to stock and availability.



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Arc wood frame and Sunbrella® fabric bed.

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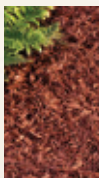
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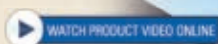
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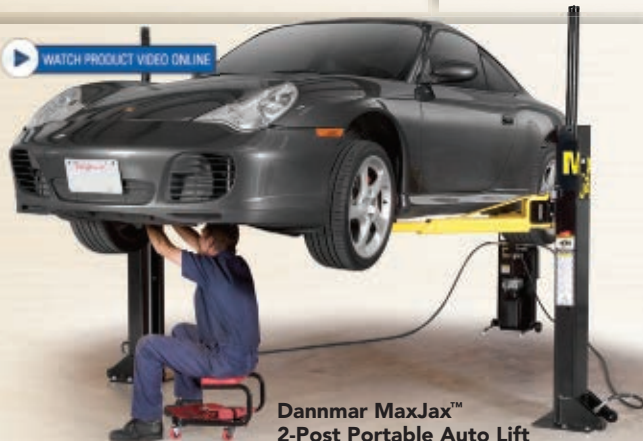
Mocha finish, 46K BTU, 89" tall with wheel kit. Modern design.

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**FLOW WALL® 24 Sq. Ft. Deluxe Starter Kit**

Available in white or silver.

**\$149.99 Delivered**

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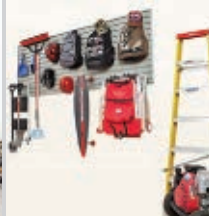
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**\$499.99 Delivered After \$100 OFF**

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Also available:  
**Double Gate Opener Package**  
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## Claughton 3-Piece Fabric Sectional

Includes right-arm loveseat, wedge and left-arm loveseat.

**\$1,499.99 Delivered**

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Other configurations available. Price varies by configuration.



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## Lexington 3-Piece

### Top Grain Leather Reclining Set

Includes reclining sofa, reclining loveseat and recliner.

**\$2,499.99 Delivered**

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Living

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## Aberdeen 3-Piece

### Top Grain Leather Reclining Set

Includes reclining sofa, reclining loveseat and recliner.

**\$2,999.99 Delivered**

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Other configurations available. Price varies by configuration.



## Richfield 4-Piece Top Grain Leather Set

Includes sofa, loveseat, chair and ottoman.

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## Isabella Bonded Leather Storage Ottoman

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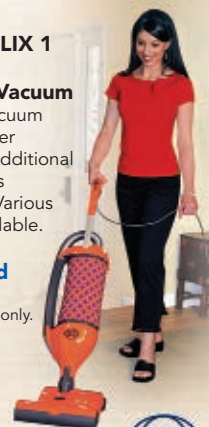
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### Montecito 4-Piece Top Grain Leather Set

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### Learning Tower and Art Easel Set by Little Partners

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**\$199.99 Delivered**

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### Springfield Bonded Leather Club Chair 2-Pack

Also available in fabric. **\$599.99 Delivered**

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#581472

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### Bradford Billiard Collection

Includes 8' slate table, pub table, two swivel bar stools, floor rack, accessory kit and professional installation.

**\$1,999.99 Delivered**

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Protects bedding against bedbugs, dust mites and allergens. Soft, hypoallergenic fabric.

**Starting at \$49.99 Delivered**

#11656936 Costco.com only.







### Adelaide 5-Piece Queen Bedroom Set

Includes bed, two nightstands, dresser and mirror.

**\$1,499.99 Delivered After \$250 OFF**

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Other sizes/configurations available. Price varies by size/configuration.



### Kimberley 5-Piece Queen Bedroom Set

Includes bed, two nightstands, dresser and mirror.

**\$1,899.99 Delivered**

Valid 8/1/11-8/31/11 #11624892 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.



### Wakefield 5-Piece Queen Bedroom Set

Includes bed, two nightstands, dresser and mirror.

**\$1,499.99 Delivered**

Valid 8/1/11-8/31/11 #11658100 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.



### Gibson 6-Piece Queen Bedroom Set

Includes bed, two nightstands, dresser, mirror and chest.

**\$1,999.99 Delivered**

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Other sizes/configurations available. Price varies by size/configuration.



### Johnstown 6-Piece King Bedroom Collection

Includes bed, two nightstands, dresser, mirror and chest.

**\$2,999.99 Delivered**

Valid 8/1/11-8/31/11 #11500686 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.



### Storage 101 3-Piece Full Bedroom Set

Includes full bed, chest and nightstand.

**\$1,399.99 Delivered**

Valid 8/1/11-8/31/11 #11296892 Costco.com only.

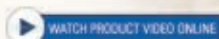
Also available in twin size.



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**Up to 40% OFF Select Styles**

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### Princeton 42" Bath Vanity by Valore

Solid wood vanity with black granite top. Faucet not included.

**\$649.99 Delivered**

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#441263

Costco.com only.



### Murano 42" Vanity with Granite Top by Today's Bath

Faucet not included.

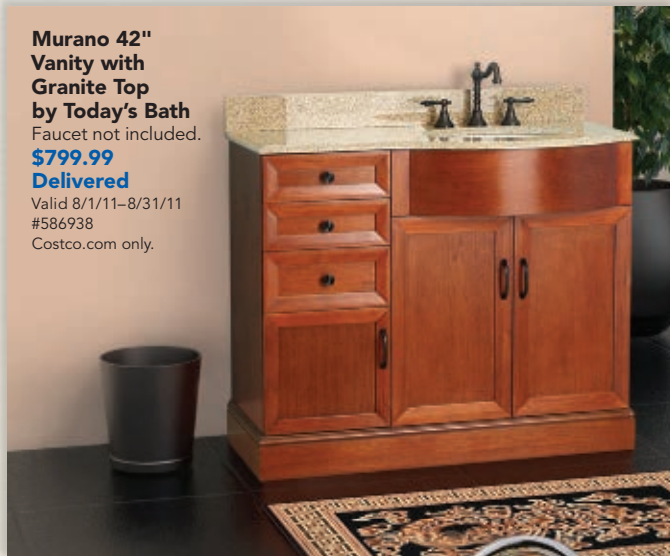
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### Summit 30" or 36" Range Hood by Valore

600 CFM motor. Virtually noise-free at working speed.

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### Fontaine Marbella Widespread Bathroom Faucet

Brushed bronze finish.

**\$99.99 Delivered**

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### Fontaine Torino Pull-Down Kitchen Faucet with Soap Dispenser

Chrome finish.

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### Premier UF3 3-Stage Ultra Filtration System

Includes 12-month  
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### Durabench 2-in-1 Workbench and Scaffold

Portable, collapsible, easy to carry  
and store. 500-lb. capacity.

**\$99.99 Delivered  
After \$30 OFF**

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### Georgia-Pacific Sofpull® Centerpull Paper Towels

320 towels per roll, six rolls per carton.

**\$38.49 Delivered**

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Costco.com only.

### Georgia-Pacific Sofpull® Centerpull Towel Dispenser

9 1/4" W x 8 3/4" D x 11 1/2" H.

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**GP**  
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## Kirkland Signature CoQ10... Uplifting for Your Heart\*

When it comes to coenzyme Q-10 and supporting your heart, it's important to give your heart a lift.\* CoQ10 appears in almost every cell in the body and is especially important to the heart.\* Supplementing with Kirkland Signature CoQ10 can help fight CoQ10 depletion while supporting antioxidant and heart health.\*<sup>1</sup>

- ♥ **Highly Concentrated for Heart Support\***
- ♥ **Helps Maintain Healthy Blood Pressure\*<sup>2</sup>**
- ♥ **Promotes Energy Production\***



USP has tested and verified this Kirkland Signature supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See [www.usp-dsvp.org](http://www.usp-dsvp.org).

*Exclusively from Costco Wholesale*

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

<sup>1</sup>Note: Coenzyme Q-10 is not intended to serve as a replacement for statin therapy, nor should you discontinue taking any prescribed medications while supplementing with coenzyme Q-10.

<sup>2</sup>Helps maintain healthy blood pressure levels already within a normal range.\*

11-CC-1022dr

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**KIRKLAND**  
*Signature*

**MORE THAN 10x THE  
VITAMIN C OF 1 ORANGE.<sup>1</sup>**



**No matter what season it is outside,  
you need vitamin C on the inside.**

- Support your immune system\*
- Promote a healthy heart\*
- Help fight cell-damaging free radicals\*
- Nourish your hair, skin and nails\*

\*These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease.

<sup>1</sup>An average large orange contains 97.9 mg vitamin C. USDA National Nutrient Database.

**WAREHOUSE/COSTCO.COM**

11-CC-1003dr



USP has tested and verified this Kirkland Signature supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See [www.usp-dsvp.org](http://www.usp-dsvp.org).

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You deliver the best  
every day, now  
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Helps maintain and support:

- Heart health<sup>†</sup>
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- Immune health<sup>†</sup>
- Bones & teeth<sup>†</sup>
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IMAGEZOO

## Spinning a new website

GODADDY.COM IS THE world's No. 1 domain registrar, offering domain registrations, world-class Web hosting and much more. Costco is a leader in the membership-club world. Both companies offer customers great products at solid values, backed by superior service, so it only makes sense that they would come together.

Costco and GoDaddy.com are offering several exclusive packages for Costco members, with no setup fees, including:

**Self-starter bundle.** Create, manage and

promote a secure website using one of thousands of predesigned layouts, adding your own photos and text. Includes a domain name, unlimited hosting, online marketing tools, state-of-the-art security, Web-based email, email marketing, search engine optimization, site surveys and more. \$10.99 per month for Executive members; \$12.99 per month for Gold Star and Business members.

**Online merchants.** Build a Web store with up to 100 products. Accept all major credit cards, offer real-time shipping quotes and more, all with no sales fees. Plus, support your store with a companion website and online marketing tools. \$14.99 per month for Executive members; \$17.99 per month for Gold Star and Business members.

**Search engine visibility.** Harness the power of Google, even if you don't have a website. Search Engine Visibility Premium,

powered by AdSpace Local Advertising, attracts local buyers using a Google ad written and placed by GoDaddy.com. Customer ads can be up and driving new business in as little as one day.

There are also exclusive website packages for personal use, starting at \$2.69 per month, and others for business owners, managers and online entrepreneurs with design and maintenance help from Go Daddy's solid Dream Design Team™. All packages represent 20 to 75 percent savings over Go Daddy's standard pricing. And if one of the bundles doesn't suit your needs, Go Daddy is offering Costco members 20 percent off its other products and services.

For more information, or to start your online venture, visit Costco.com and search "Domain2" or call toll-free 1-877-818-3680.

— Steve Fisher

## Healthcare for Costco small-business members

THE AFFORDABLE CARE ACT was enacted on March 23, 2010. It contains tax provisions that take effect this year and more that will be implemented during the next several years. Of interest to small-business members is the recent implementation of the small-business healthcare tax credit ([www.irs.gov](http://www.irs.gov), search "health care tax credit").

The small-business healthcare tax credit helps small businesses and small tax-exempt organizations afford the cost of covering their employees, and it is specifically targeted for those with low- and moderate-income workers.

The credit is designed to encourage small-business employers to offer health insurance coverage for the first time or maintain coverage they already have.

Since April 2010, millions of small businesses have received postcards from the IRS that alerted them to the new small-business healthcare tax credit and encouraged them to check their eligibility. Even if you didn't receive a postcard, your business may be eligible.

### Eligibility rules

A qualifying employer (both taxable and tax-exempt firms qualify) must:

- Cover at least 50 percent of the cost of healthcare coverage for some of its workers based on the single rate
- Have less than the equivalent of 25 full-time workers (for example, an employer with fewer than 50 half-time workers may be eligible)

- Pay average annual wages of less than \$50,000

### Amount of credit

The credit is worth up to 35 percent of a small business's insurance premium costs in 2010 (25 percent for tax-exempt employers). On January 1, 2014, this rate increases to 50 percent (35 percent for tax-exempt employers). The credit phases out gradually for firms with average wages between \$25,000 and \$50,000 and for firms with the equivalent of between 10 and 25 full-time workers.—T. Foster Jones



IMAGEZOO

## Health and dental insurance at Costco

COSTCO HAS TEAMED up with insurance carriers to offer businesses a simple, cost-effective way to provide quality health and dental insurance to their employees.

### Business health program features

- Competitive rates negotiated especially for Costco Executive members
- Comprehensive network of doctors and dentists
- Dedicated sales and service team
- Online quoting, enrollment and billing
- Option to add dental and life insurance where available
- Currently available in CA, OR and WA.
- To obtain a quote, call 1-800-611-9056 or visit Costco.com and enter the search term "businesshealth."

### Health and dental options are also available for individuals

- A Personal Health Insurance program with specially priced plans is now available to Costco members in seven states (AZ, GA, IL, MI, NV, PA and TX). To obtain a quote, call 1-888-370-6930 or visit Costco.com and enter the search term "personalhealth."
- A group dental plan for individuals is available to Costco Executive members in California. To obtain a quote, call 1-800-422-4234.



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with Essex and even happier with my lower  
payments! Thank you Costco for providing  
valuable services to Costco members."*<sup>†</sup>

— CATHERINE D. YAKIMA, WASHINGTON

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\* Estimated APR (Annual Percentage Rate). Subject to loan program requirements and credit approval. Certain fees and restrictions may apply. The 4.94% APR is available for consumer refinance transactions only on loan amounts \$50,000 and greater with a maximum 17-year loan term. Closing costs may apply. This offer is not intended for applicants who use their RV or boat as a principal dwelling (fulltimer or liveaboard) or for an RV placed in a Montana LLC. Other rates and terms are available. RV must be 2001 model year or newer and boat must be 1991 model year or newer. For RV refinance, 2003 model year or newer maximum loan to value is 140% of base wholesale and is subject to current credit score of 760 & above; Boat - maximum refinance loan to value is 90%. For RV 2001 model year or newer, credit scores under 760 RV refinance loan to value may be reduced to 110% of base wholesale. Current loan must be open for a minimum of 12 months. An application for credit must be submitted by August 31, 2011 to be eligible for the 4.94% refinance APR. APR is valid for 30 days from date of loan approval. A 17-year refinance loan at 4.94% APR will have a payment of \$7.25 per thousand borrowed. Information is accurate as of June 23, 2011. Rates and terms are subject to change without notice.

\*\* Executive Members receive a \$100 Costco Cash Card and Gold Star and Business Members receive a \$50 Costco Cash Card. Costco Cash Cards are issued by Essex Credit Corporation 8-10 weeks after the loan is funded.

<sup>†</sup> Actual Costco member. Individual experience may vary.



11EX1027 6/11



# TV warranties, Costco style

## Costco offers members a square deal on extended TV warranties

By Will Fifield

IF YOU'RE SKEPTICAL of extended warranties for TVs, you're not alone. Millions of consumers, and many experts, are wary of them. But anyone who has experienced the benefits that extended warranties confer can attest to the sigh of relief they bring when something goes wrong.

"Members have been asking us about extended warranties for their TVs for years, but Costco has steered clear of them in the past because we felt the industry in general has had a very poor reputation for service and value," says Steve Messmer, Costco assistant general merchandising manager. "We felt most service plans were too expensive and too hard to use."

However, SquareTrade, a leading provider of extended warranties for consumer electronics, has simplified the process and figured out how to deliver great customer service. "In short, they do extended warranties Costco style," Steve says. "That's why we're partnering with them to offer our members the warranties they've been asking for."

### Keeping it simple

In true Costco fashion, there are only three extended warranty options at your local warehouse, each at a tremendous savings compared to competitors'. The warranties' costs are based on the TV's purchase price and provide an additional three years beyond the two-year TV warranties Costco has had in place for years. The new extended warranties cover TVs purchased at Costco or any other

authorized dealer. Here are the warranties you'll find at your local warehouse.

- For TVs less than \$500, there is a \$29.99 warranty.
- For TVs between \$500 and \$999.99, there is a \$59.99 warranty.
- For TVs \$1,000 and more, there is a \$99.99 warranty.

If you want to buy an extended warranty through Costco for a TV not purchased at Costco, the coverage for three extra years begins when the manufacturer's warranty expires. The warranties cover all normal-use failures—virtually everything except accidental damage or theft.

### How it works

It's easy to use these extended warranties. After you purchase one, register it online with SquareTrade, so that all the details of your warranty will be stored electronically. Or simply call SquareTrade at 1-877-WARRANT-Y (877-927-7268).

**The three-year warranties (also called service plans) available at Costco begin after the manufacturer's warranty and Costco's Concierge plan ends, giving you a total of five years coverage.**



### Comparing three-year warranties

TV price	Costco	Best Buy	Sam's Club
\$399.99	\$29.99	\$69.99	\$39.85
\$899.99	\$59.99	\$159.99	\$79.96
\$1,499.99	\$99.99	\$249.99	\$179.93
\$2,499.99	\$99.99	\$369.99	\$229.78

Price comparisons made on 6/22/11.

If your TV does need service, SquareTrade will either fix your TV in your home or pay to have it shipped to a service center. TVs 37 inches or larger are repaired in-home; smaller TVs are repaired at a service center. If SquareTrade can't fix your problem quickly and efficiently, you'll get a 100 percent refund on the price of your TV.

### A service story

When R. Foster of Columbus, Mississippi, bought a plasma HDTV from a retailer, he didn't think he'd have a problem. However, it was a big investment. "I had always shied away from extended warranties because of the excessive expense," he says. Because SquareTrade offered an extended warranty at a low price, he opted for the coverage.

It paid off. "In less than two years the TV failed to turn on," Foster says. A power supply that cost \$400 was identified as the culprit. "I can't believe how fortunate I am to have had a SquareTrade warranty," says Foster.

Foster's story is not that unusual. Most modern TVs are powered by complex circuitry, which can be expensive to repair if it malfunctions. If the motherboard goes out, for instance, the repair will usually cost about 60 to 70 percent of the TV's original purchase price. According to Steve Abernethy, SquareTrade's CEO, without a warranty, consumers typically pay a \$100 minimum for a technician to visit their home, and it goes up from there depending on what's wrong with the TV and how long it takes to diagnose.

Reservations about extended warranties are common. But SquareTrade's price and service regularly result in glowing reviews from customers all over the world, earning the company awards and global recognition from the World Economic Forum.

If you're thinking of buying a new TV, and protecting your investment makes sense, you'll find SquareTrade warranties on a pallet at your local Costco warehouse, or online at Costco.com. Enter "SquareTrade" in the search engine on Costco.com's home page. And then breathe easy. ☑





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# Costco international photo contest 2011



**Contest ends September 30, 2011**

A picture, we are told, is worth a thousand words. A really great picture could be a winner in the Costco International Photo Contest. Entering is easy, and winners will receive a variety of prizes from Costco and contest sponsors. So if you haven't already, get out your camera and capture that perfect picture!

## International Grand Prize

\$2,500 Costco Cash card and a 40" x 60" Your Photo on Canvas print (value of \$350)

## National Prizes

**First Prize:** \$1,500 Costco Cash card and a 30" x 40" Your Photo on Canvas print (value of \$120)

**Second Prize:** \$1,000 Costco Cash card and a 24" x 32" Your Photo on Canvas print (value of \$80)

**Third Prize:** \$500 Costco Cash card and a 20" x 26" Your Photo on Canvas print (value of \$70)

## Honorable Mention Prize

16" x 20" Your Photo on Canvas print (value of \$50)  
(Honorable Mentions to be awarded at judges' discretion)

## All winners will also receive:

The latest version of Photoshop Elements (value of \$80)

**No purchase or payment of any kind is necessary to enter or win this contest.**

Give us  
your  
best  
shot

For online entries and additional information,  
go to [www.costcophotocontest.com](http://www.costcophotocontest.com).

Sponsors:



## Costco Photo Contest 2011 OFFICIAL RULES

Submit online at  
[www.costcophotocontest.com](http://www.costcophotocontest.com)  
or cut out and tape this entry  
form to the back of a 4" x 6"  
or 5" x 7" photo and mail to:

Costco Members  
Photo Contest  
P.O. Box 34088  
Seattle, Washington  
98124-1088

All entries must be postmarked  
by September 30, 2011.

Member Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Home Phone \_\_\_\_\_  
Membership No. \_\_\_\_\_  
Location of Photo \_\_\_\_\_  
Please sign that you have read and understand the contest rules. \_\_\_\_\_

1. The theme of the contest is "Give Us Your Best Shot." Winning entries will be those that best reflect the theme. Decisions of the judges are final.
2. Entrant must be a current membership cardholder of Costco. No prizes will be awarded until entrant's membership status has been verified as current by Costco.
3. One entry per membership cardholder. Except for those photos that have previously won this photo contest, previously published photographs are acceptable.
4. Must be 18 years or older to enter.
5. To enter online, visit [www.costcophotocontest.com](http://www.costcophotocontest.com). Online entries must be in JPEG format.
6. To enter by mail, submit an unframed, unmounted black-and-white or color photograph (4" x 6" or 5" x 7") with the entry form securely affixed to the back. If entering by mail, save a high-quality print (which will be required by Costco in the event you are a winner). No CDs or film negatives will be accepted.
7. Mailed-in photos will not be judged unless the entrant's name, home address, membership number and telephone number have been written legibly on the entry form and attached to the back of the photo. Mail entries to: Costco Members Photo Contest, P.O. Box 34088, Seattle, WA 98124-1088.
8. Entries must be postmarked or uploaded by midnight (PST) September 30, 2011. Award winners will be notified by December 2011. Winners will be notified by mail.
9. All photographic prints submitted become the property of Costco. Receipt of entries will not be acknowledged and prints will not be returned. Costco assumes no responsibility for submitted photographs. Entrant will continue to own copyright of the entry.
10. Photos must be suitable for family viewing.
11. Winning entrants must agree to grant to Costco a non-exclusive right to publish the photo and entrant's name in any medium in connection with the photo contest, and to sign any documentation required by Costco to effect or perfect such license.

- Each winner represents that he or she has all the rights necessary to grant this license.
12. Each winner must agree in writing that his or her name, likeness, city, winning photo and negative or digital file may be used by Costco for promotional and publication purposes without additional compensation. Prior to receiving prizes, each winner will be required to sign a release provided by Costco to this effect and obtain a release or permission from anyone with rights in the winning photograph (such as artwork, trademarks or a person's likeness). Failure to provide such releases or permissions will result in entrant's disqualification in this photo contest, and any prizes will be forfeited.
  13. All fees and personal expenses incidental to redemption of prizes (as deemed necessary) will be the sole responsibility of the winners.
  14. No substitution or transfer of prizes except at the sole discretion of the sponsor. All restrictions apply.
  15. Contest is void where prohibited or restricted by law, where a license is required or where subject to tax (other than tax on prizes awarded). All federal, provincial, state and local taxes are the sole responsibility of the winners.
  16. Prizes must be claimed within 30 days of notification. If not claimed by this date, the prizes will be forfeited. All claims thereto following this date will be null and void.
  17. Employees of Costco Wholesale Corporation, board members and members of their families (spouse/domestic partner and any children age 18 years or older living with the employee and having a valid Costco card) are not eligible to enter. Employees of sponsoring companies or members of their families are not eligible to enter. A separate contest will be held for Costco employees, board members and their families.
  18. Costco reserves the right to cancel or suspend the contest should any cause beyond the control of Costco affect the administration, security, fairness, integrity or proper operation of the contest, or for any other reason it deems appropriate, at its sole and absolute discretion.



**BAM!**

**POW!**

**WOOO**

**OOO**



All bottles of Kirkland Signature vitamins proudly carry the USP seal of approval, which means they have been tested for purity and potency by an independent, third-party scientific organization.

†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.





# FIGHT BACK!!

THE BEST WAY TO STAY HEALTHY is with a balanced diet and exercise. But, it's not always easy to eat right with today's busy lifestyle. Fight back by supplementing your diet with high-quality Kirkland Signature vitamins. The Kirkland Signature line includes vitamins that give your body the proper immune support and nutrients it needs to keep you healthy and prepared.

- **Vitamin D3** – the sunshine vitamin, helps support immune health<sup>†</sup>
- **Vitamin C** – commonly found in citrus fruits, has years of scientific studies showing the benefits on immune health<sup>†</sup>
- **Fish Oil** – Omega-3 fatty acids commonly found in salmon help support heart and vascular health<sup>†</sup>
- The **Daily Multi Pack** – a convenient way to get complete daily nutrition to take with you on the go

For more information on Kirkland  
Signature vitamins, visit [www.costco.com](http://www.costco.com).



WAREHOUSE/COSTCO.COM



# The value of pie

## Costco's Kirkland Signature pizza roundup

The Food Court combo (left), frozen cheese (center) and Service Deli pepperoni pizzas.



IRIDIO PHOTOGRAPHY

### BuyingSmart

Consumer reporter **Pat Volchok** gives a behind-the-scenes look at Costco products and services. Send your questions about this article to: **buying smart** @costco.com.

ASK 20 PEOPLE what makes great takeout or ready-to-heat-and-eat pizza and you'll likely get 20 answers. Some rave about freshness, scrumptious crusts or secret sauces, while others appreciate convenience, storability and price. To satisfy such diverse hungers, Costco offers three Kirkland Signature™ pizza programs, each with its own tasty niche. Here's a look.

### Kirkland Signature Food Court pizza

- **Introduced:** 1989
- **Size:** 18-inch round with 12 pre-cut slices; individual slices are double-size.
- **Price:** 18-inch round, \$9.95; individual slice, \$1.99
- **Best for:** These pizzas are best devoured fresh and hot (order before shopping and pick up on your way out). If you can stand the wait, it's possible to reheat up to 48 hours after purchase. This made-fresh-daily pie satisfies the desire for a classic, hot-out-of-the-oven, deeply golden brown, crunchy-crust pizza.
- **Basic ingredients:** Chewy artisan dough, a thick slathering of U.S.-grown tomatoes and aged, buttery cheeses (an 80 percent–20 percent blend of

low-fat, part-skim-milk mozzarella and provolone) and 10-month-aged, shredded Parmesan.

- **Options:** Combo, pepperoni, cheese
- **Combo:** Topped with chunks of mild Italian sausage, spicy pepperoni slices and a medley of fresh sliced green bell peppers, red onion and mushrooms, plus black olives. (The combo, weighing 4.49 pounds, is a great value by the round and the slice.)
- **Pepperoni:** Adorned with 60 slices of U.S.-made pepperoni.
- **Cheese:** Topped with 24 ounces of the mozzarella-provolone blend.

- **Buyer comment:** Food

Court buyer Todd Thommen hands me a recent comparison of the Costco pizza and five national brands. He notes, "Costco Food Court sells more pizza per location than any other major pizza chain



### More in archives

On Costco.com, enter "Connection." At Online Edition, search "buyingsmart."



Pepperoni is one of five toppings available on the Service Deli pizza (left). The Kirkland Signature frozen cheese pizza (right) tastes great on its own, or you can add your own toppings.



in the U.S.—and we're not even open late at night." Looking over the chart, I discover Kirkland Signature is best in all categories, including largest dimension, heaviest weight, highest ratio of topping to dough and lowest price per ounce.

■ **Who knew:** Food Courts are cash only. Additional Parmesan and red pepper flake packets are available at no extra charge when you buy a slice or a whole pizza. (Some creative members even add sauerkraut!)

■ **For large orders** (requesting 100 pizzas is not unprecedented), call the warehouse and listen for the Food Court prompt or place the order in person 24 hours ahead.

## Service Deli pizza

.....

■ **Introduced:** 2000  
 ■ **Size:** 16-inch round (6 to 8 servings)  
 ■ **Price:** \$9.99  
 ■ **Best for:** Fresh, uncut, take-and-bake pizzas are the perfect hectic-life dining solution. "Baking" is simple, as the pies are fully cooked. Baking takes about 10 to 15 minutes in the oven. Remember to consume by the three-day use-by date or remove from packaging and freeze (not suggested for the Margherita).

■ **Basic ingredients:** The all-natural artisan dough is made the old-fashioned way, with flour milled from high-protein Montana wheat and live starter yeast. Fermentation lasts 10 to 12 hours, allowing textures and flavors to develop. Service Deli buyer Josh Dooley explains, "We feel the additional rest time sets our product apart from the competition. Our dough is like eating French bread." Other ingredients include U.S.-grown tomatoes, an 80 percent–20 percent blend of low-fat, part-skim-milk mozzarella and provolone, and 10-month-aged, shredded Parmesan.

■ **Options:** Five hand-placed topping options—five-cheese, pepperoni, Margherita, Hawaiian and five-meat combo—are available; each region selects three based on popularity

● **Five-cheese:** 1½ pounds of mozzarella, provolone, cheddar, Monterey Jack and Parmesan

● **Pepperoni:** Completely covered with custom-made, extra-large 3¼-inch-diameter (the standard is 1¼ inches) pepperoni slices

● **Margherita:** Pesto/pizza sauce blend is layered

with part-skim-milk mozzarella/provolone blend, fresh, whole-milk mozzarella medallions, basil and sliced tomatoes.

● **Hawaiian:** Chock-full of Canadian-style bacon and pineapple tidbits

● **Five-meat combo:** An abundance of pepperoni, salami, bacon, crumbled meatballs and sausage

■ **Buyer comment:** Service Deli buyer David Richman reports, "With all our pizzas weighing more than 3 pounds, our \$9.99 price offers members a substantial value."

## Kirkland Signature Frozen Cheese Pizza

.....

■ **Introduced:** 2010  
 ■ **Size:** 10.5-inch, 17-ounce rounds, available in a four-pack. Each pizza serves four to six, depending on appetites.  
 ■ **Price:** Four-pack at \$9.99 versus other retailers at three for \$9.49. (It's close to getting an extra pizza for free.)  
 ■ **Best for:** Keep on hand for those times when cooking suddenly goes out the window or nothing's left for tomorrow's sack lunches or the starving Little League team unexpectedly piles through the door. These pizzas are already partially baked; heat in a conventional or convection oven or on a grill for 10 to 12 minutes.

■ **Basic ingredients:** The foundation is a secret-recipe breadcrumb crust—crisp and light, with just a touch of honey—and a robust Italian tomato purée topping. Both are made in the U.S. The cheese is a creamy melt of flavorful low-moisture part-skim-milk mozzarella from New Mexico and tangy white cheddar from Wisconsin.

■ **Buyer comment:** Corporate foods buyer David Tran reports, "One of the great things about our pizza is that it is very versatile. It opens itself up to unlimited possibilities, making it even a better value."

These pizzas' versatility is certainly extra appealing—they make perfect canvases to "paint" as you wish. For instance, Las Vegas Costco members Jack and Jean Ann Donahue add creamy Boursin cheese to the take-and-bake Margherita. Costco Service Deli buyer David Richman suggests adding pungent specialty cheeses and sliced prosciutto, available in the warehouse Deli section. Talk about your one-stop pizza shop! 🍕

## Leftovers

● Contrary to what's reported by some bloggers, most Costco private-label pizzas are no more than 400 calories per slice, about the same as a 16-ounce whole-milk mocha latte. The one exception is the Food Court's double-wide individual slices, at 600 to 700 calories each, depending on topping.

● Kirkland Signature pizzas do not contain lard, hydrogenated oils or trans fats. Preservatives are not allowed except where required by law for cured meats, and all cheeses are fresh and real rather than cheap imitation powdered or processed concoctions.

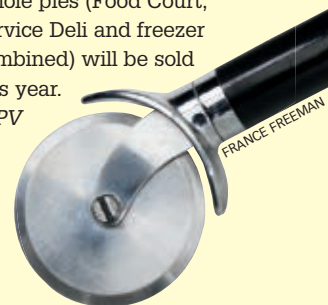
● Nutritional information (all pizzas contain gluten) is always available at Costco Membership Services, 1-800-774-2678.

● Due to space limitations, Costco warehouses in Juneau, Alaska, and Fairfield, California, are unable to offer Food Court pizza, while the San Jose and Tustin, California, and Maui, Hawaii, locations do not have Service Delis, although take-and-bake pizza is available at Maui's Food Court.

● The biggest selling days for all three programs are Halloween, the day before Thanksgiving and Super Bowl Sunday.

● Close to 48 million Food Court slices and 30 million whole pies (Food Court, Service Deli and freezer combined) will be sold this year.

—PV





EXCITING NEW PRODUCTS

# What's new

ARRIVING SOON AT COSTCO



A



B



C



D

#### A. Swiftpoint Wireless Laptop Mouse

Small and wireless, this award-winning mouse gives you all the functions of a traditional mouse but operates on the palm rest next to your laptop's touchpad. A micro USB receiver provides the wireless operation and charges the mouse. It also docks magnetically, securing directly to the laptop, so when you move it stays with your laptop. Fully charged, the mouse lasts for as long as two to four weeks. Item #581161. **Costco.com only.**

**B. Microsherpa Throw** This 60" x 70" super-soft micro-mink throw reverses to cuddly Sherpa. Machine-washable. Available in several colors. Item #440491. **Warehouse only.**

**C. Harvest Fall Wreath** A natural twig base with realistic harvest décor captures the bounty of the autumn season in this 28" harvest wreath for indoor display. Item #670670. **Warehouse only.**

**D. Hewlett Packard TouchPad Tablet with Travel Sleeve** The new HP TouchPad lets you connect, play, surf and share. Seamlessly move back and forth between apps, see your activities grouped together automatically and answer calls or texts from your HP smartphone right from the TouchPad's 9.7" diagonal display. 32 GB of storage memory. WiFi only. Includes protective sleeve. Item #581763. **Warehouse and Costco.com.**

## Fresh, clean savings!

FINDING A MOUTHWASH that kills bad breath is easy; finding one that gives you the most value while doing so is now even easier.

Kirkland Signature™ Antiseptic Mouth Rinse kills germs that cause bad breath, freshens breath and offers protection against plaque and gingivitis.

"This mouthwash has the same active ingredients as the comparable national brand at half the price," says buyer Greg Shavey.

Featuring the American Dental Association seal of acceptance, Kirkland Signature Mouth Rinse is sold in a 3-pack of 1.5 liter, easy-grip plastic bottles. Item #580514. **Warehouse only.**







E

## Soft, gentle and safe

PERFECT FOR THE entire family, Kirkland Signature Moist Flushable Wipes give you enhanced cleansing and freshness for personal hygiene. Better than dry toilet paper alone, these wipes are ultra soft, gentle on skin and safe for sewer and septic tanks since they break apart after flushing.

"Our wipes give our members a 42% savings over the comparable national brand," says buyer Kim Walior.

Sold in a 600-count box, featuring 10 easy-dispenser packs with 60 wipes per pack. Item #557035. **Warehouse only.**



F



G



**E. Jade Good Luck Necklace** This luscious green jade pendant is set in a 14-karat yellow gold bezel accented with the Chinese character for "good luck" in the middle. Includes a 17" 14-karat yellow gold chain. Item #561863. **Warehouse only.**

**F. Disney DVD Assortment with Back-to-School Activity Tin** Choose from several classic Disney movies on DVD that include a bonus collectible activity tin packed with a notepad, gel pen, zipper pull and stickers. Item #581018. **Warehouse only.**

**G. The Big Lebowski Limited Edition Blu-ray** This hilariously quirky comedy about bowling, a severed toe, White Russian cocktails and a guy named "The Dude" is considered one of the best cult films of all time, and now you can see it in Blu-ray. The limited-edition Blu-ray disc includes bonus features, a collectible hardcover book packaging and an all-new 28-page companion book about the film. Item #588453. **Warehouse only.**

H



**H. Honeywell 510DS XL Steel Security Laptop Safe** Featuring a hotel-style motorized door lock, LED readout, concealed hinges, recessed door, flush bottom and bolt-down kit, this 1-cu.-ft.-capacity safe provides security for laptops up to 17", as well as essential documents and other valuables. Seven-year warranty. Item #581303. **Costco.com only.**



# inside costco special events

Dates and events are subject to change. Special Events for other regions may be found on [Costco.com](http://Costco.com); type "special events" into the search box.

New and exciting products available at warehouses for a limited time only

Click [here](#) for a list of special events by region.

## IDAHO

### Boise

Aug 5-14 Traeger pellet grills  
Aug 19-28 Gunter Wilhelm cutlery  
Aug 20-Sep 19 Collegiate apparel  
**Coeur d'Alene**  
Aug 6-Sep 5 Collegiate apparel  
Aug 12-Sep 11 High school (HS) team apparel

### Nampa

Aug 20-Sep 19 Collegiate apparel

### Pocatello

Aug 5-14 Modesty apparel  
Aug 12-Sep 11 HS team apparel  
Aug 20-Sep 19 Collegiate apparel

### Twin Falls

Aug 20-Sep 19 Collegiate apparel

## MONTANA

### Billings

Aug 5-14 Traeger pellet grills  
Aug 20-Sep 19 Collegiate apparel

### Bozeman

Aug 20-Sep 19 Collegiate apparel

### Helena

Aug 4-14 Spring Air mattresses  
Aug 12-Sep 11 HS team apparel  
Aug 16-25 Modesty apparel  
Aug 20-Sep 19 Collegiate apparel

### Kalispell

Aug 20-Sep 19 Collegiate apparel

### Missoula

Aug 5-14 Gunter Wilhelm cutlery  
Aug 12-Sep 11 HS team apparel  
Aug 19-28 Traeger pellet grills  
Aug 20-Sep 19 Collegiate apparel

## OREGON

### Albany

Aug 20-Sep 19 Collegiate apparel  
Aug 26-Sep 4 Gunter Wilhelm cutlery

### Aloha

Aug 5-14 Modesty apparel  
Aug 20-Sep 19 Collegiate apparel

### Bend

Aug 12-21 Gunter Wilhelm cutlery  
Aug 12-Sep 11 HS team apparel  
Aug 19-28 Modesty apparel  
Aug 20-Sep 19 Collegiate apparel

### Clackamas

Aug 20-Sep 19 Collegiate apparel  
Aug 26-Sep 4 Traeger pellet grills

### Eugene

Aug 20-Sep 19 Collegiate apparel  
Aug 26-Sep 4 Modesty apparel  
Aug 26-Sep 4 Traeger pellet grills

### Hillsboro

Aug 12-Sep 12 HS team apparel  
Aug 20-Sep 19 Collegiate apparel

### Medford

Aug 12-21 Modesty apparel  
Aug 20-Sep 19 Collegiate apparel

### Portland

Aug 19-28 Modesty apparel  
Aug 20-Sep 19 Collegiate apparel

### Roseburg

Aug 5-14 Traeger pellet grills  
Aug 20-Sep 19 Collegiate apparel

### Salem

Aug 20-Sep 19 Collegiate apparel

### Tigard

Aug 20-Sep 19 Collegiate apparel

### Warrenton

Aug 20-Sep 19 Collegiate apparel

### Wilsonville

Aug 20-Sep 19 Collegiate apparel

## UTAH

### Lehi

Aug 12-Sep 12 HS team apparel  
Aug 20-Sep 19 Collegiate apparel

### Murray

Aug 20-Sep 19 Collegiate apparel

### Ogden

Aug 19-28 Traeger pellet grills  
Aug 20-Sep 19 Collegiate apparel  
Aug 26-Sep 4 Vitamix blenders

### Orem

Aug 12-Sep 11 HS team apparel  
Aug 20-Sep 19 Collegiate apparel

### Salt Lake City

Aug 20-Sep 19 Collegiate apparel

### Sandy

Aug 16-25 Modesty apparel  
Aug 20-Sep 19 Collegiate apparel

### West Bountiful

Aug 12-Sep 11 HS team apparel  
Aug 19-28 Spring Air mattresses  
Aug 20-Sep 19 Collegiate apparel  
Aug 26-Sep 4 Traeger pellet grills

### West Valley

Aug 5-14 Traeger pellet grills  
Aug 12-Sep 12 HS team apparel  
Aug 20-Sep 19 Collegiate apparel

## WASHINGTON

### Aurora Village

Aug 6-Sep 5 Collegiate apparel

### Bellingham

Aug 12-Sep 11 HS team apparel

### Burlington

Aug 6-Sep 5 Collegiate apparel

### Clarkston

Aug 6-Sep 5 Collegiate apparel

### East Wenatchee

Aug 6-Sep 5 Collegiate apparel

### Everett

Aug 6-Sep 5 Collegiate apparel

### Federal Way

Aug 5-14 Traeger pellet grills  
Aug 6-Sep 5 Collegiate apparel

### Fife Business Center

Aug 29-Sep 17 Business Expo (open to all members)

### Gig Harbor

Aug 6-Sep 5 Collegiate apparel

### Issaquah

Aug 6-Sep 5 Collegiate apparel

### Kennewick

Aug 6-Sep 5 Collegiate apparel  
Aug 12-Sep 11 HS team apparel

### Kirkland

Aug 5-14 Traeger pellet grills  
Aug 6-Sep 5 Collegiate apparel

### Lacey

Aug 6-Sep 5 Collegiate apparel

### Lynnwood Business Center

Aug 29-Sep 17 Business Expo (open to all members)

### Marysville

Aug 6-Sep 5 Collegiate apparel

### Puyallup

Aug 6-Sep 5 Collegiate apparel

### Seattle

Jul 28-Aug 7 Gaming and entertainment system

Aug 6-Sep 5 Collegiate apparel

Aug 19-28 Gunter Wilhelm cutlery

### Sequim

Aug 6-Sep 5 Collegiate apparel  
Aug 12-Sep 11 HS team apparel

### Silverdale

Aug 6-Sep 5 Collegiate apparel  
Aug 12-Sep 11 HS team apparel  
Aug 26-Sep 4 Traeger pellet grills

### Spokane

Aug 6-Sep 5 Collegiate apparel

### N Spokane

Aug 5-14 Modesty apparel  
Aug 6-Sep 5 Collegiate apparel

### Tacoma

Aug 6-Sep 5 Collegiate apparel  
Aug 19-28 Traeger pellet grills

### Tukwila

Aug 6-Sep 5 Collegiate apparel  
Aug 26-Sep 4 Traeger pellet grills

### Tumwater

Aug 5-14 Gunter Wilhelm cutlery  
Aug 6-Sep 5 Collegiate apparel

### Union Gap

Aug 6-Sep 5 Collegiate apparel

### Vancouver

Aug 6-Sep 5 Collegiate apparel  
Aug 26-Sep 4 Traeger pellet grills

### E Vancouver

Aug 12-Sep 11 HS team apparel  
Aug 20-Sep 19 Collegiate apparel

### Woodinville

Aug 6-Sep 5 Collegiate apparel  
Aug 11-21 Gaming and entertainment system

## warehouse hours

Monday-Friday 10am-8:30pm

Saturday 9:30am-6pm

Sunday 10am-6pm

**Costco.com** open 24 hours a day, 7 days a week

### Additional services

Costco Auto Program.

1-800-800-9288;

[www.costcoauto.com](http://www.costcoauto.com)

**Fife and Lynnwood, WA, Business Centers, Print & Copy Center.** Delivery to businesses, more business products.

Open to all Costco members.

1-800-788-9968

## specialty services

at your local warehouse or business center

### ALASKA

Anchorage	•	•	•		•	•	•
Anchorage II	•	•	•		•	•	•
Juneau							

### IDAHO

Boise	•	•		•	•	•	•
Coeur d'Alene	•	•		•	•	•	•
Nampa	•	•		•	•	•	•
Pocatello	•	•		•	•	•	•
Twin Falls	•	•		•	•	•	•

### MONTANA

Billings	•	•		•	•	•	•
Bozeman	•	•		•	•	•	•
Helena	•	•		•	•	•	•
Kalispell	•	•		•	•	•	•
Missoula	•	•		•	•	•	•

### OREGON

Albany	•	•	•		•	•	•
Aloha	•	•			•	•	•
Bend	•	•			•	•	•
Clackamas	•	•			•	•	•
Eugene	•	•	•		•	•	•
Hillsboro	•	•		•	•	•	•
Medford	•	•			•	•	•
Portland	•	•		•	•	•	•
Roseburg	•	•			•	•	•
Salem	•	•			•	•	•
Tigard	•	•			•	•	•
Warrenton	•	•			•	•	•
Wilsonville	•	•			•	•	•

### UTAH

Lehi	•	•			•	•	•
Murray	•	•			•	•	•
Ogden	•	•			•	•	•
Orem	•	•			•	•	•
St. George	•	•			•	•	•
Salt Lake City	•	•			•	•	•
Sandy	•	•			•	•	•
West Bountiful	•	•			•	•	•
West Valley	•	•			•	•	•

### WASHINGTON

Aurora Village	•	•	•		•	•	•
Bellingham	•	•	•		•	•	•
Burlington	•	•	•		•	•	•
Clarkston	•	•	•		•	•	•
Covington	•	•	•		•	•	•
East Wenatchee	•	•	•		•	•	•
Everett	•	•	•		•	•	•
Federal Way	•	•	•		•	•	•
Fife Business Center	•	•					•
Gig Harbor	•	•	•		•	•	•
Issaquah	•	•	•		•	•	•
Kennewick	•	•	•		•	•	•
Kirkland	•	•	•		•	•	•
Lacey	•	•	•		•	•	•
Lynnwood Business Ctr.	•	•	•		•		•
Marysville	•	•	•		•	•	•
Puyallup	•	•	•		•	•	•
Seattle	•	•	•	•		•	•
Sequim	•	•				•	•
Silverdale	•	•				•	•
Spokane	•	•				•	•
N Spokane	•	•				•	•
Tacoma	•	•	•			•	•
Tukwila	•	•	•			•	•
Tumwater	•	•				•	•
Union Gap	•	•				•	•
Vancouver	•	•				•	•
E Vancouver	•	•				•	•
Woodinville	•	•	•			•	•

### Services at all locations (Except Fife and Lynnwood Business Centers)

ATM, Bakery, Deli/Produce, Executive Membership, Food Court or Hot Dog Cart, Fresh Meat, Pharmacy, Special Order Kiosk and Tire Service Center

Costco Travel.\* 1-877-849-2730

Costco Services. A suite of discount business and consumer services.\* 1-800-220-6000

\*Also available at Costco.com

## featured event

**Dowdle Puzzles** Beat the heat of summer by continuing the tradition of collecting and enjoying the challenge of the popular Dowdle puzzles. This event will feature the latest titles, including the all-new Halloween collection. Premium puzzles for all ages.

**Look for this featured event at the following warehouses from July 14 through August 7.**

**Idaho:** All warehouses **Montana:** Billings, Bozeman, Missoula **Oregon:** Albany, Aloha, Bend, Clackamas, Eugene, Hillsboro, Portland, Salem, Tigard, Wilsonville **Utah:** Lehi, Murray, Ogden, Orem, Salt Lake City, Sandy, West Bountiful **Washington:** Aurora, Bellingham, Burlington, Covington, Everett, Gig Harbor, Issaquah, Kennewick, Kirkland, Puyallup, Seattle, Silverdale, Spokane, Tacoma, Tumwater, Union Gap, Vancouver, E Vancouver, Woodinville





# Mortgage Services

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Save up to 77% on lender fees\*

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## PREFERRED LENDERS



General Program Disclosures services are provided by First Choice Bank, a New Jersey state-chartered bank, is registered or exempt from state licensing in the states it originates mortgage loans. Must be a Costco member.

\*Lender Fees include application, commitment, underwriting, processing fees or similar fees and DO NOT include 3rd party fees, such as title insurance, appraisal, tax service, escrow and other such fees in which the lender does not profit and are passed directly through to the borrower. All fees are clearly detailed in the Good Faith Estimate. Savings are based on results provided by Informa Research Services, Inc.

\*\* The sample savings is calculated over a 7 year period utilizing the following loan scenario and include both interest and fees savings: home purchase in the state of California with a LTV- 80, Loan Amount = \$250,000, Single Family, Primary Residence, FICO= 720, Term= 30 yr Conventional. Savings are based on results provided by Informa Research Services, Inc. Sample savings only, savings may vary.

11EX1029 7/11

**GO TO COSTCO.COM, SEARCH: MORTGAGE**  
To receive a real-time quote on your mobile device, text RATES to 71034.

Message and data rates may apply.



# Master of the greens

Pebble Beach, on the California coast, is just one of the hundreds of courses that Graeme Baxter has depicted.

GRAEME BAXTER

## We want to hear from you!

IF YOU HAVE A NOTE, PHOTO OR STORY to share about Costco or Costco members, email it to [connection@costco.com](mailto:connection@costco.com) with "The Member Connection" in the subject line or send it to "The Member Connection," The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.

of golf history," he explains of his paintings and prints, which are available to the public ([www.baxtergolfart.com](http://www.baxtergolfart.com)). "Whereas other artists often try to present a perfect image of a course, with almost airbrushed precision, I want to capture a more

COSTCO MEMBER Graeme Baxter holds a unique spot in the world of golf. Baxter is the official artist for the British Open, the Ryder Cup, the Presidents Cup, the U.S. Open, the Masters and the Bob Hope Classic, as well as the PGA Tour and the European Tour.

Born in Scotland in 1958, and now living in Palm Desert, California, Baxter studied at

the Glasgow School of Art and was a fine-art dealer for a decade, until he came to realize that his hobby of painting golf courses could become a full-time profession (his first painting of the Old Course at St. Andrews sold for about \$1,000). As his popularity grew he was commissioned to paint courses around the world.

"I'm essentially trying to create a record

natural feel of the course.

"It's simple," he continues. "I have a passion for golf. I have a passion for art—in my paintings, I combine the two. It did strike me that it wasn't a bad way to make a living!"

And make a living he does. His painting of the 2000 British Open sold for more than \$450,000.—*T. Foster Jones*

## Paying it forward

MY DAUGHTER and a friend, both typical struggling college students, had gone to get a hot dog at the West Des Moines, Iowa, Costco Food Court. Upon ordering, they began digging through their pockets for the change and realized they did not have \$1.50 between them. It was then that a gentleman behind them stepped up and offered to pay. He said he had been in their shoes earlier in his life and someone had paid for his meal.

Some months later, I was standing in the line at the Food Court when the man in front of me did not have enough cash to pay for his piece of pizza. Remembering the good deed done for my daughter and her friend, I stepped up and paid for his pizza.

Looks like Costco is not only a great place to shop, but also a great place to "pay it forward" for our fellow shoppers!

Carol M. Tripp  
Union, Iowa

## Expert on tap

"MY 'EPIPHANY' BEER was a Belgian Trappist Chimay ale back in the '80s," recalls Matt Simpson wistfully. "I was completely smitten. Belgian strong ales were just totally different from the American and English pale lagers I knew, and it was a mind-blowing experience."

Simpson, 43, is the owner of Atlanta-based The Beer Sommelier. His expert knowledge of beer pairings and styles and beer judge certification (only about 3,600 are active judges) have made him a sought-after speaker and presenter.

Simpson, who launched his business ([www.thebeerexpert.com](http://www.thebeerexpert.com)) five years ago, explains his motivation to be a suds sommelier. "I love beer—its social aspect, its superb ability to pair with foods, its fundamental taste," he says. The Costco member started the company just as craft beer was beginning to boom in the last

decade, a trend still much in progress today.

Simpson hosts tastings and events, creates beer recipes, teaches Beer Education 101 at Emory University, is a corporate consultant, assists in beer festivals around the nation, writes about beer for various publications and handles other beer-related projects as well. He has even launched a Beer Expert app that draws from a database of more than 300,000 beers, resulting in up-to-the-minute profiles.

While Simpson drinks beer only one or two nights a week, he has some 3,000 bottles in his beer cellar and some 20 to 40 "distinctly different bottles waiting to be drunk" in his three refrigerators. He says his credo is to "bring craft beer to the masses, not to those who are already beer lovers. I like to bring my cellar of expertise to your table of knowledge." —*Irene Middleman Thomas*



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# All about me:

I was born in the year \_\_\_\_\_ in the beautiful  
(#)  
city of \_\_\_\_\_. My mother's maiden  
(location)  
name is \_\_\_\_\_. Growing up, my  
(last name)  
favorite house was the one on \_\_\_\_\_  
(street name)  
Street. Now I'm \_\_\_\_\_ years old and live in  
(#)  
downtown \_\_\_\_\_. My spouse's  
(city)  
name is \_\_\_\_\_. Our anniversary date  
(name)  
is \_\_\_\_\_. We have \_\_\_\_\_ lovely child(ren),  
(date) (#)  
named \_\_\_\_\_.  
(name[s])  
My Social Security number is \_\_\_\_-\_\_\_\_-\_\_\_\_.  
(#)

Signed: \_\_\_\_\_  
(signature)

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